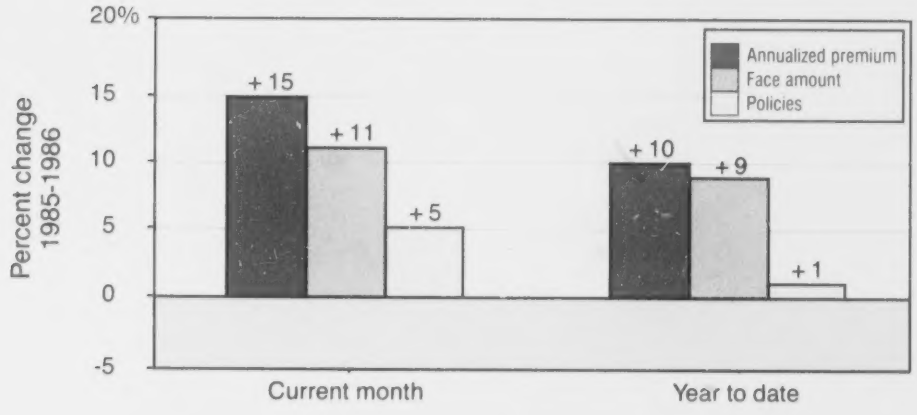
12/1/86 A6225-2

I/R Code 47.40
September 1986

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Growth Rates for 34 Companies

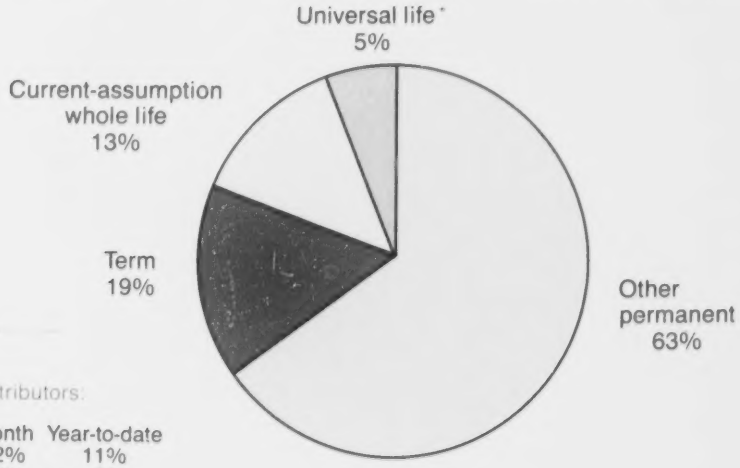
Comparisons with Last Year



Individual Products

Annualized Premium Market Share by Product

Year to Date – 14 Companies Representing 42 Percent of Contributors' Sales



*UL market share for 34 contributors:

	Month	Year-to-date
Annualized premium	12%	11%
Face amount	10%	9%
Number of policies	9%	8%

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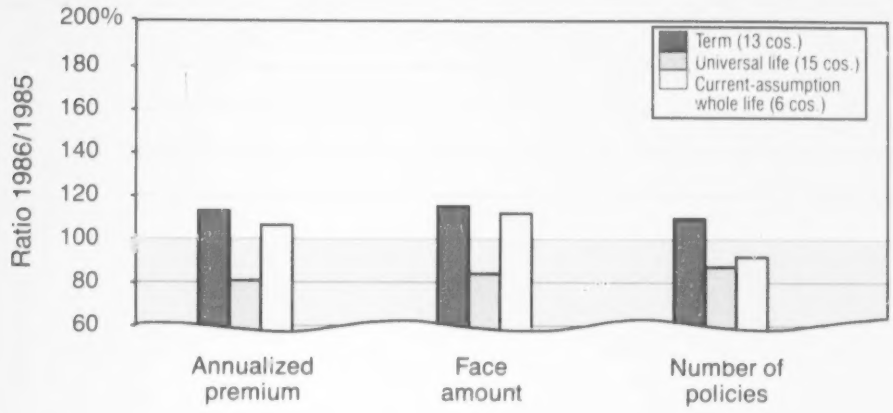
Individual Products (cont.)

Comparisons with Last Year – Year to Date

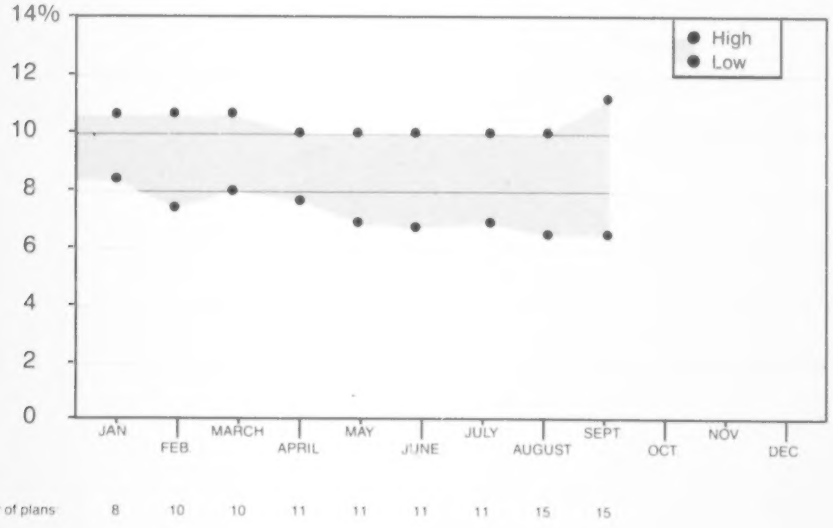


Policy Characteristics by Product

		Premium per $1,000	Average size policy	Premium per policy
Term* (13 cos.)	Month	$3.14	$134,329	$422
	Year to date	$3.24	$130,263	$423
	Year-to-date ratio	97%	105%	102%
Universal life (15 cos.)	Month	$8.33	$ 84,031	$700
	Year to date	$8.49	$ 82,882	$704
	Year-to-date ratio	94%	97%	92%
Current-assumption whole life (6 cos.)	Month	$4.35	$ 70,447	$307
	Year to date	$4.45	$ 70,838	$315
	Year-to-date ratio	95%	119%	113%
Total sales (34 cos.)	Month	$7.29	$ 69,072	$504
	Year to date	$7.33	$ 69,685	$510
	Year-to-date ratio	101%	108%	109%

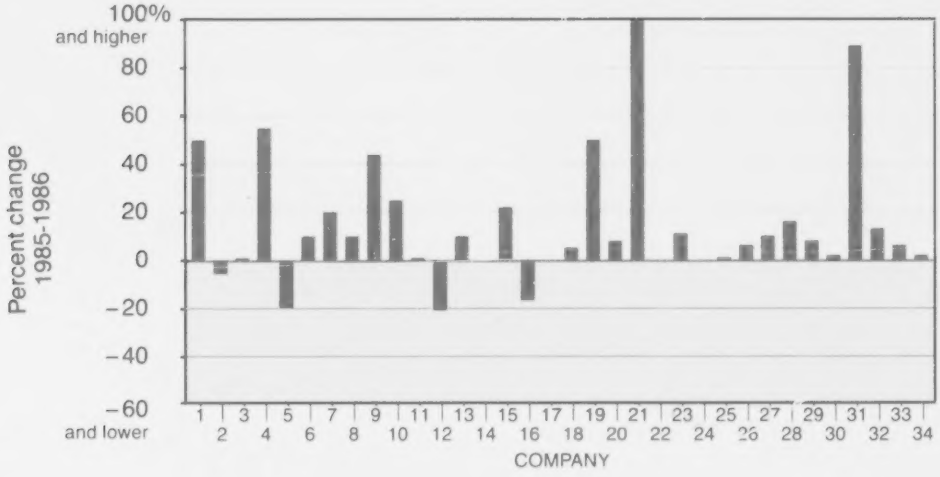
*Includes "permanent term" (or "term to 100") plans for two companies

1986 Universal Life Interest Rate Range



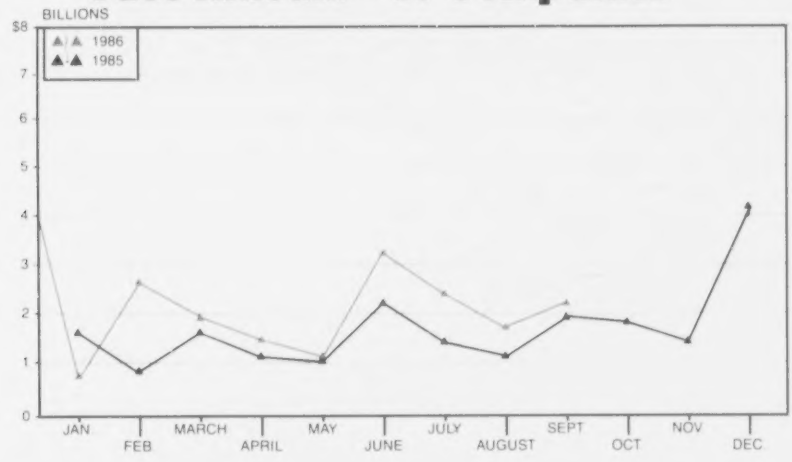
Growth Rates by Company

Annualized Premium Growth – Year to Date

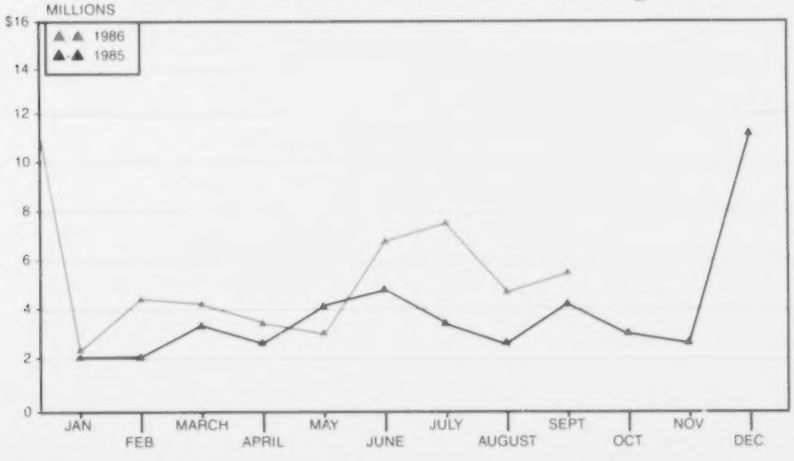


Group Sales

Face Amount – 17 Companies



Annualized Premium – 11 Companies



September Sales*

	Annualized premium (000)		Face amount (000)		Number of policies	
	1985	1986	1985	1986	1985	1986
Ordinary						
Month	$ 35,574	$ 40,749	$ 5,014,496	$ 5,589,821	77,358	80,927
Year to date	$316,637	$349,725	$43,805,079	$47,742,718	678,860	685,126
Group						
Month	$ 4,362	$ 5,233	$ 1,967,238	$ 2,236,479	–	–
Year to date	$ 30,746	$ 41,878	$13,733,452	$18,043,892	–	–

*Data revised to incorporate company corrections

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance – face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

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Contact: Elaine F. Tumicki, CLU, project director
Joy I. Hansen
Darlene A. Schnittker
– Manpower and Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208, Hartford, Connecticut 06141

Contributors

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Allstate Life of Canada
Assumption Mutual Life
L'Assurance-Vie Desjardins
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Commercial Union Life of Canada†
Confederation Life*
Co-operators Life
Crown Life†
Equitable Life of Canada
Financial Life of Canada†
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Imperial Life of Canada*
Industrial Life (Canada)*†
(includes North West Life of Canada)
La Laurentienne
London Life*
Manufacturers Life†
Metropolitan Life*
(includes Metropolitan Life of Canada)
MONY Life of Canada
Mutual Life of Canada*†
National Life of Canada*
New York Life*†
(includes New York Life of Canada)
North American Life (Canada)
Prudential of England*†
(includes Prudential Life of England)
Prudential of America*†
Royal Life (Canada)†
(includes Royal Life of Canada)
La Solidarite
State Farm Life†
Sun Life of Canada*†
Transamerica Occidental Life*
(includes Transamerica Life of Canada)
Travelers Life of Canada†
L'Union-Vie†
Zurich Life of Canada

*Company contributes both ordinary and group data.
Companies contributing group data only: Æterna-Vie and Ætna Life
†Company is included in product market share chart

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I/R Code 47.40
September 1986

SUPPLEMENT TO MONTHLY SURVEY OF

LIFE INSURANCE SALES IN CANADA

Canadian Ordinary Sales

Revised through September 1986

	Annualized premium (000)			Face amount (000)			Number of policies		
	1985	1986	Ratio 1986/ 1985	1985	1986	Ratio 1986/ 1985	1985	1986	Ratio 1986/ 1985
January	$ 27,817	$ 30,042	108%	$ 4,044,830	$ 4,091,733	101%	59,220	57,774	98%
February	33,426	37,307	112	4,603,291	5,054,961	110	75,703	74,431	98
March	36,664	39,601	108	5,015,759	5,459,895	109	81,506	78,153	96
April	35,665	41,329	116	4,965,571	5,852,957	118	77,407	83,221	108
May	41,026	42,962	105	5,664,168	5,974,461	105	88,784	85,955	97
June	38,765	44,966	116	5,303,086	5,842,630	110	80,739	85,138	105
July	35,401	38,824	110	4,731,941	5,285,735	112	72,082	74,335	103
August	32,299	33,945	105	4,461,937	4,590,525	103	66,061	65,192	99
September	35,574	40,749	115	5,014,496	5,589,821	111	77,358	80,927	105
October	44,420			5,966,034			93,286		
November	47,340			6,045,975			91,242		
December	44,069			5,617,898			76,844		
Year total	$452,456			$61,434,986			940,232		
Year to date	$316,637	$349,725	110%	$43,805,079	$47,742,718	109%	678,860	685,126	101%

Canadian Group Sales

Revised through September 1986

	Annualized premium (000)			Face amount (000)		
	1985	1986	Ratio 1986/ 1985	1985	1986	Ratio 1986/ 1985
January	$ 2,245	$ 2,568	114%	$ 1,664,339	$ 861,349	52%
February	2,177	4,265	196	951,779	2,676,061	281
March	3,468	4,060	117	1,706,928	1,997,672	117
April	2,786	3,565	128	1,210,650	1,555,662	128
May	4,348	3,050	70	1,170,748	1,193,102	102
September	4,985	6,786	136	2,295,418	3,300,980	144
July	3,560	7,423	209	1,524,320	2,379,851	156
August	2,815	4,928	175	1,242,032	1,842,736	148
September	4,362	5,233	120	1,967,238	2,236,479	114
October	3,222			1,941,277		
November	2,818			1,492,898		
December	11,526			4,186,601		
Year total	$48,312			$21,354,228		
Year to date	$30,746	$41,878	136%	$13,733,452	$18,043,892	131%

A6225-2

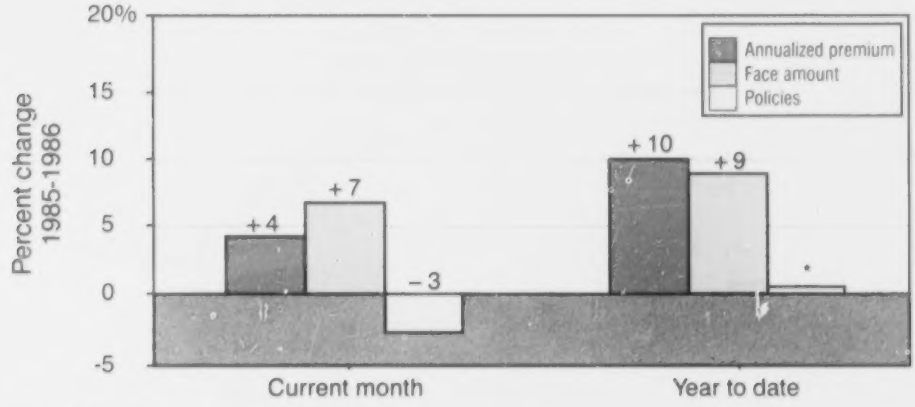
I/R Code 47.40

October 1986

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Growth Rates for 34 Companies

Comparisons with Last Year

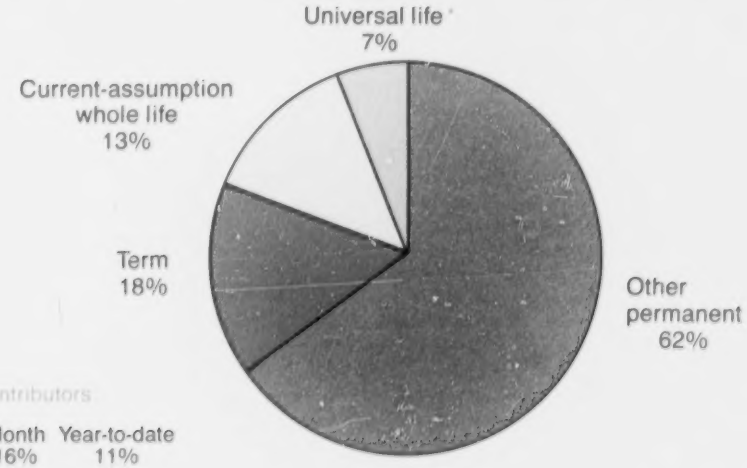


*Less than ½ of 1 percent

Individual Products

Annualized Premium Market Share by Product

Year to Date – 14 Companies Representing 42 Percent of Contributors' Sales



*UL market share for 34 contributors

	Month	Year-to-date
Annualized premium	16%	11%
Face amount	12%	10%
Number of policies	12%	8%

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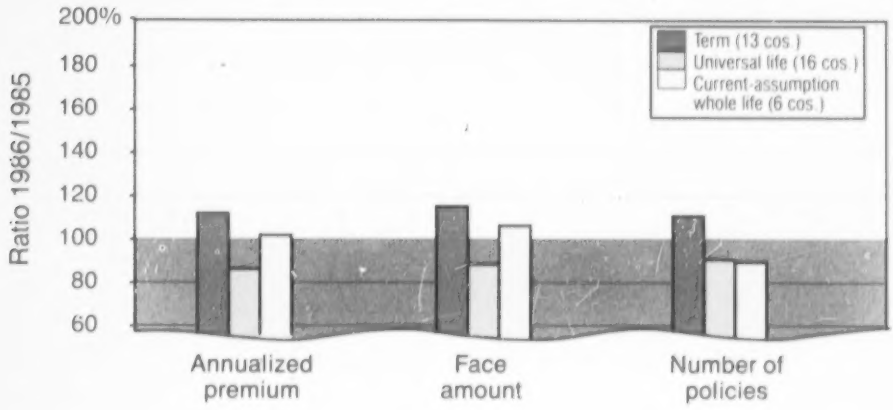
Individual Products (cont.)

Comparisons with Last Year – Year to Date

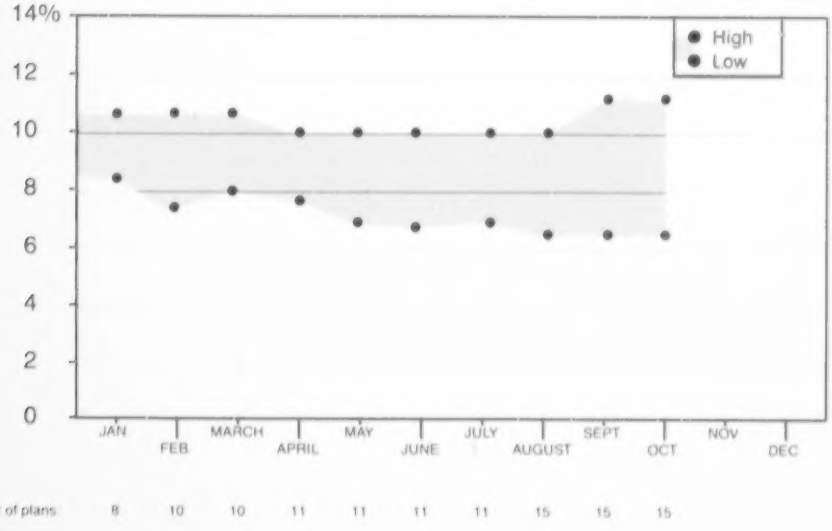


Policy Characteristics by Product

		Premium per $1,000	Average size policy	Premium per policy
Term* (13 cos.)	Month	$2.90	$135,399	$393
	Year to date	$3.21	$130,836	$419
	Year-to-date ratio	96%	106%	101%
Universal life (16 cos.)	Month	$9.20	$ 73,389	$676
	Year to date	$8.60	$ 81,332	$699
	Year-to-date ratio	96%	96%	92%
Current-assumption whole life (6 cos.)	Month	$4.55	$ 70,253	$319
	Year to date	$4.46	$ 70,776	$315
	Year-to-date ratio	95%	117%	112%
Total sales (34 cos.)	Month	$7.27	$ 70,195	$510
	Year to date	$7.32	$ 69,744	$510
	Year-to-date ratio	101%	108%	109%

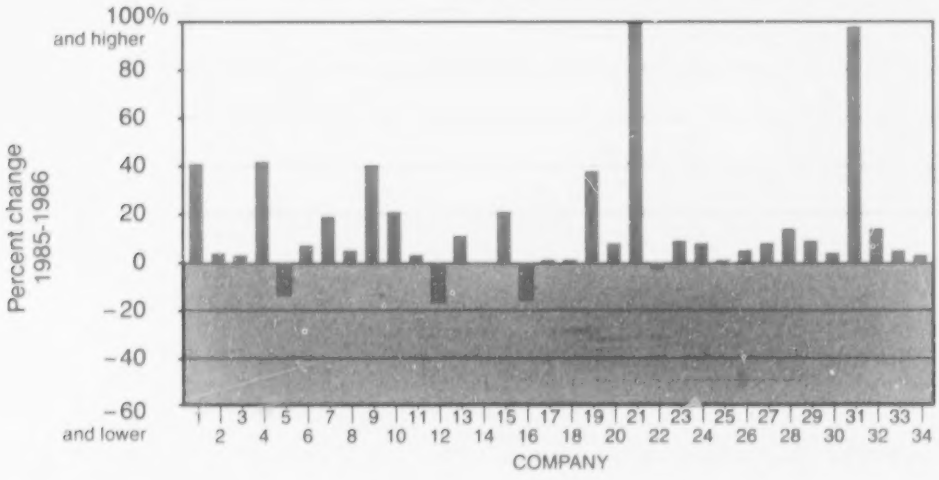
*Includes "permanent term" (or "term to 100") plans for two companies

1986 Universal Life Interest Rate Range



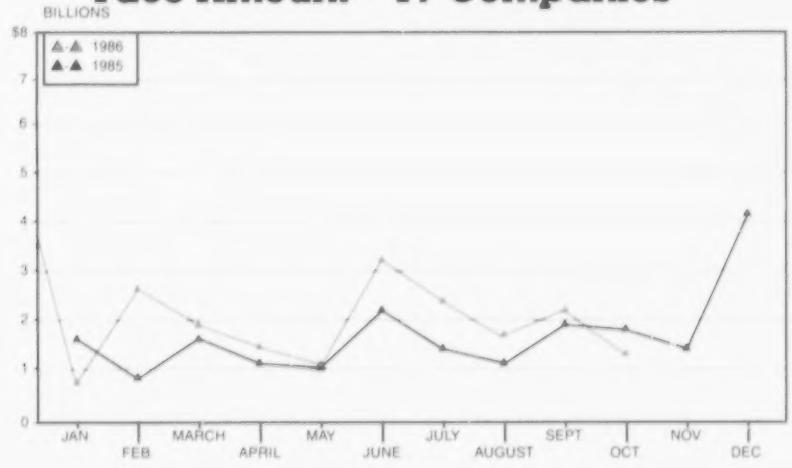
Growth Rates by Company

Annualized Premium Growth – Year to Date

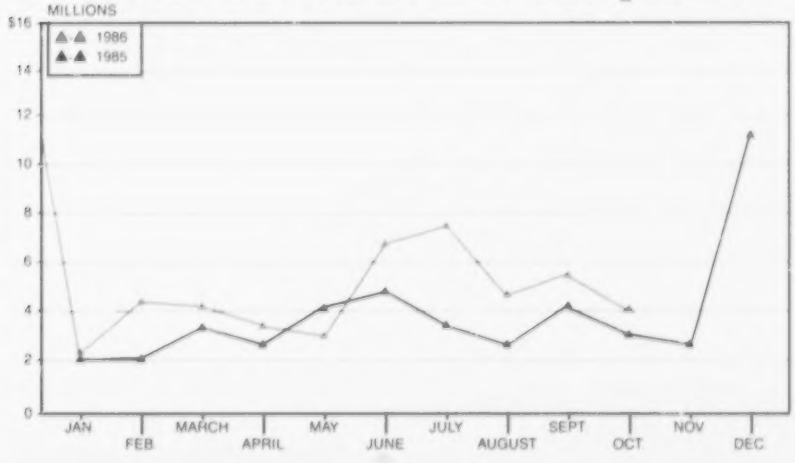


Group Sales

Face Amount – 17 Companies



Annualized Premium – 11 Companies



October Sales

	Annualized premium (000)		Face amount (000)		Number of policies	
	1985	1986	1985	1986	1985	1986
Ordinary						
Month	$ 44,420	$ 46,379	$ 5,966,034	$ 6,378,759	93,286	90,872
Year to date	$361,057	$396,104	$49,771,113	$54,121,477	772,146	775,998
Group						
Month	$ 3,222	$ 4,159	$ 1,941,277	$ 1,327,100	–	–
Year to date	$ 33,968	$ 46,037	$15,674,729	$19,370,992	–	–

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Crown Life†
Equitable Life of Canada
Financial Life of Canada†
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Industrial Life (Canada)*†
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La Laurentienne
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New York Life*†
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North American Life (Canada)
Prudential of England*†
(includes Prudential Life of England)
Prudential of America*†
Royal Life (Canada)†
(includes Royal Life of Canada)
La Solidarite
State Farm Life†
Sun Life of Canada*†
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*Company contributes both ordinary and group data.
Companies contributing group data only: Ætna-Vie and Ætna Life
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November 1986

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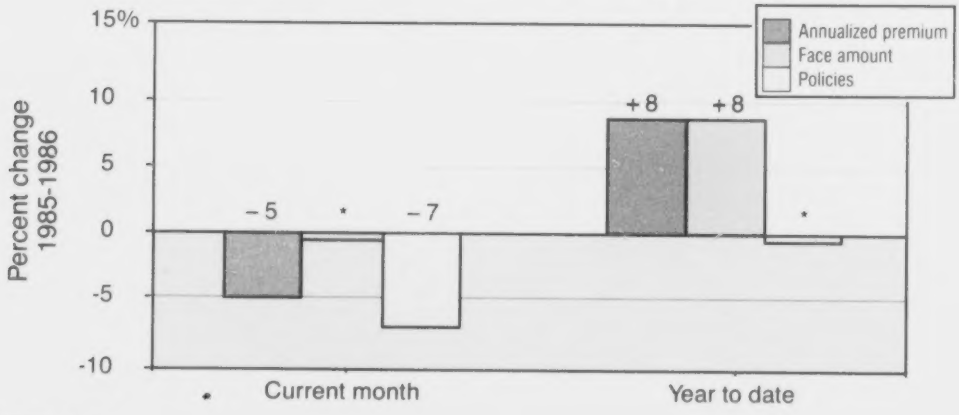

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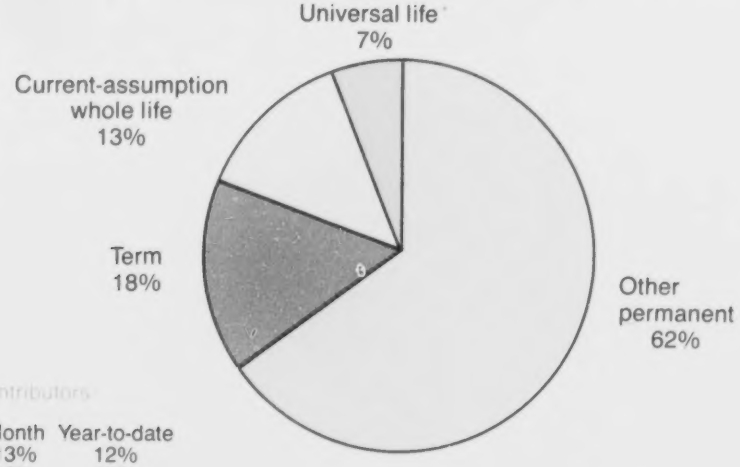

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	Month	Year-to-date
Annualized premium	13%	12%
Face amount	12%	10%
Number of policies	11%	9%

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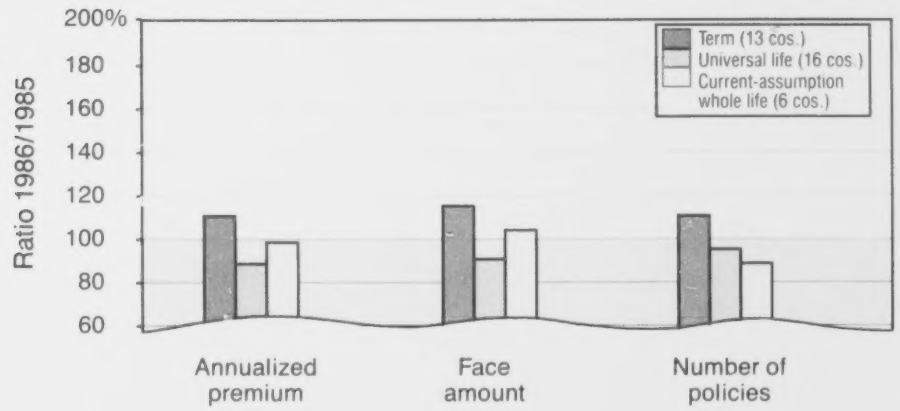
Profit from our research.

Individual Products (cont.)

Comparisons with Last Year – Year to Date



Policy Characteristics by Product

		Premium per $1,000	Average size policy	Premium per policy
Term* (13 cos.)	Month	$3.06	$135,140	$413
	Year to date	$3.19	$131,243	$419
	Year-to-date ratio	95%	105%	100%
Universal life (16 cos.)	Month	$8.28	$ 80,796	$669
	Year to date	$8.56	$ 81,267	$695
	Year-to-date ratio	96%	96%	92%
Current-assumption whole life (6 cos.)	Month	$4.59	$ 65,909	$303
	Year to date	$4.47	$ 70,365	$314
	Year-to-date ratio	96%	115%	110%
Total sales (34 cos.)	Month	$7.42	$ 71,332	$529
	Year to date	$7.33	$ 69,900	$512
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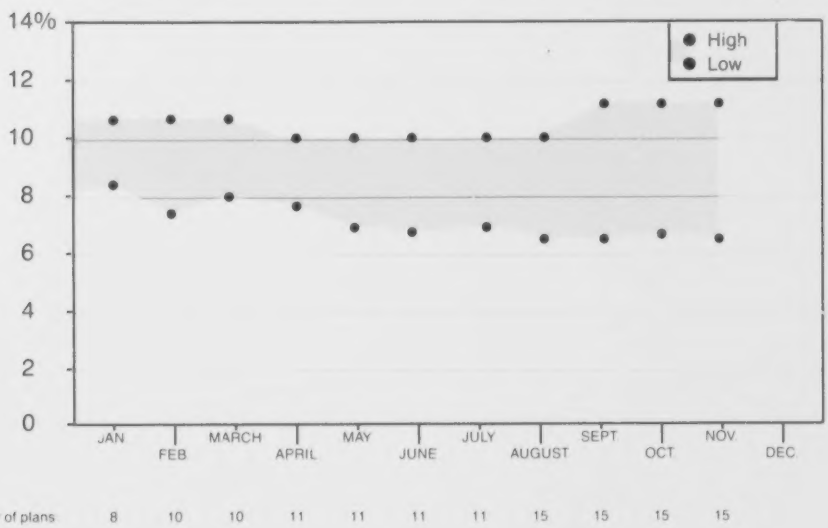

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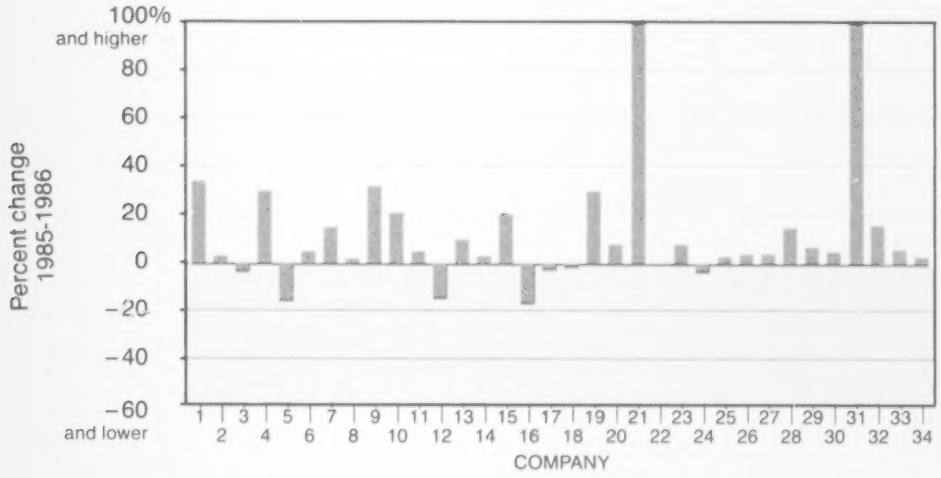

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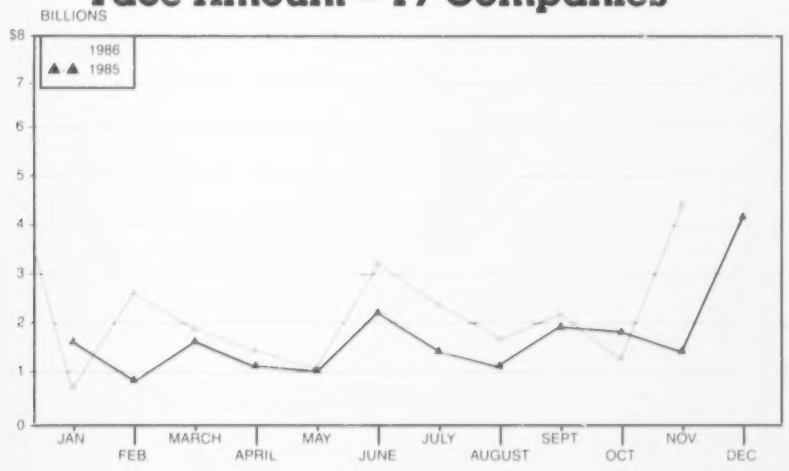

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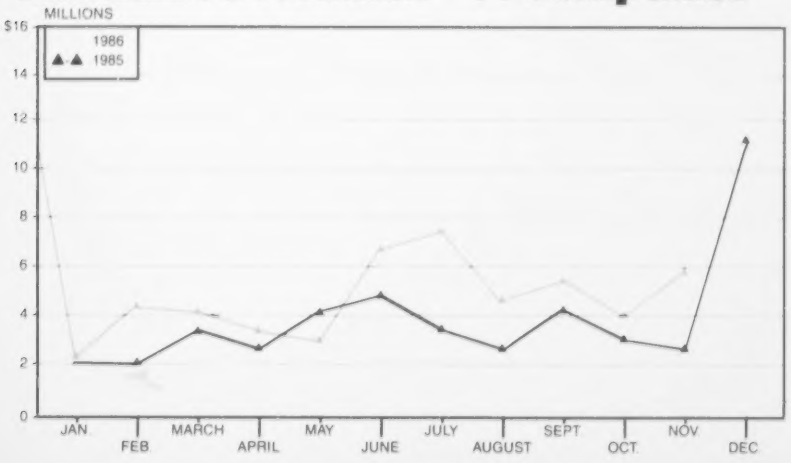

November Sales

	Annualized premium (000)		Face amount (000)		Number of policies	
	1985	1986	1985	1986	1985	1986
Ordinary						
Month	$ 47,340	$ 44,771	$ 6,045,975	$ 6,034,967	91,242	84,604
Year to date	$408,397	$440,875	$55,817,088	$60,156,444	863,388	860,602
Group						
Month	$ 2,818	$ 5,945	$ 1,492,898	$ 4,593,131	–	–
Year to date	$ 36,786	$ 51,982	$17,167,627	$23,964,123	–	–

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Financial Life of Canada†
Great-West Life*
Imperial Life of Canada*
Industrial Life (Canada)*†
(includes North West Life of Canada)
La Laurentienne
London Life*
Manufacturers Life†
Metropolitan Life*
(includes Metropolitan Life of Canada)
MONY Life of Canada
Mutual Life of Canada*†
National Life of Canada*
New York Life*†
(includes New York Life of Canada)
North American Life (Canada)
Prudential of England*†
(includes Prudential Life of England)
Prudential of America*†
Royal Life (Canada)†
(includes Royal Life of Canada)
La Solidarite
State Farm Life†
Sun Life of Canada*†
Transamerica Occidental Life*
(includes Transamerica Life of Canada)
Travelers Life of Canada†
L'Union-Vie†
Zurich Life of Canada

*Company contributes both ordinary and group data.
Companies contributing group data only: Ætna-Vie and Ætna Life
†Company is included in product market share chart

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3/10/87 A6225-2

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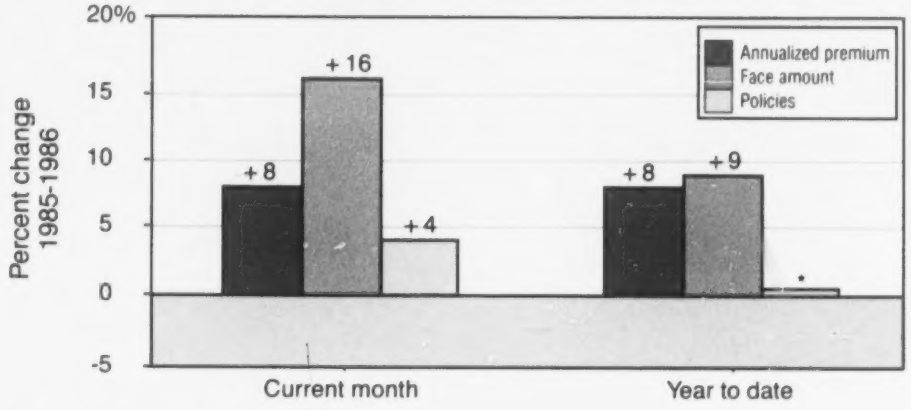
December 1986

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Growth Rates for 34 Companies

Comparisons with Last Year

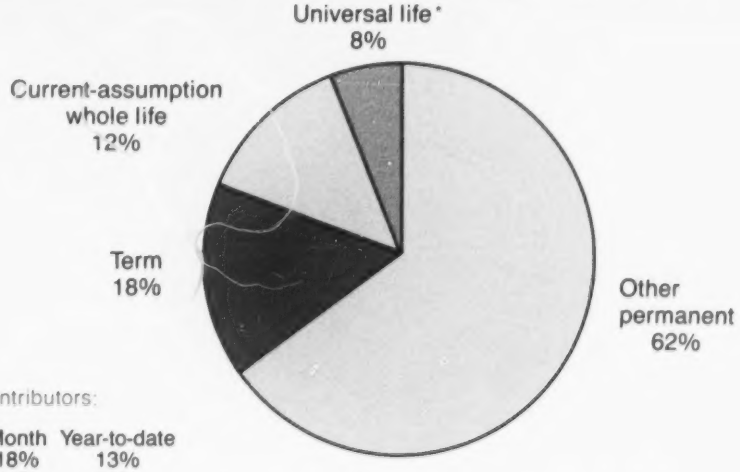


*Less than ½ of 1 percent

Individual Products

Annualized Premium Market Share by Product

Year to Date – 14 Companies Representing 41 Percent of Contributors' Sales



*UL market share for 34 contributors:

	Month	Year-to-date
Annualized premium	18%	13%
Face amount	14%	11%
Number of policies	13%	10%

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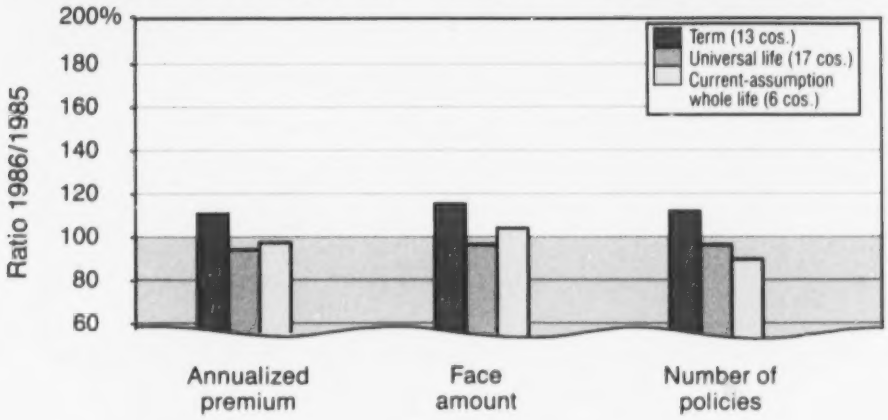
Individual Products (cont.)

Comparisons with Last Year – Year to Date

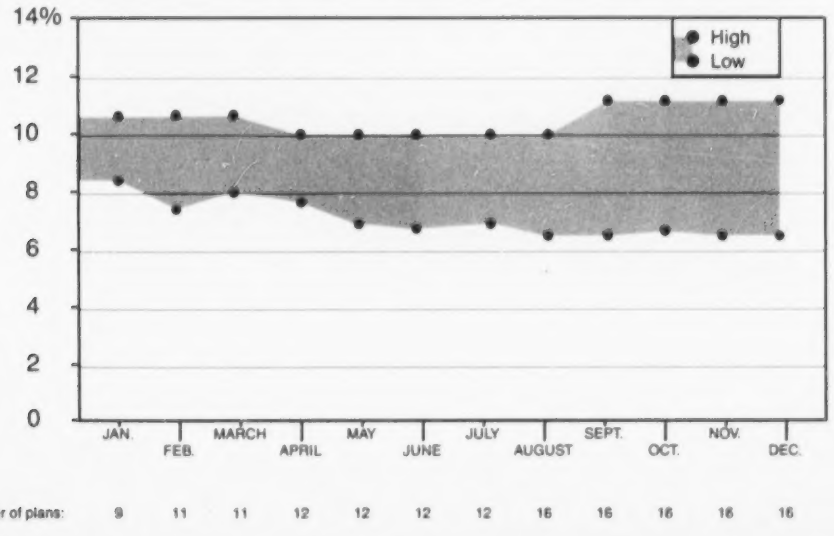


Policy Characteristics by Product

		Premium per $1,000	Average size policy	Premium per policy
Term* (13 cos.)	Month	$3.19	$136,211	$434
	Year to date	$3.20	$130,581	$418
	Year-to-date ratio	96%	104%	99%
Universal life (17 cos.)	Month	$9.03	$ 88,964	$803
	Year to date	$8.90	$ 80,527	$716
	Year-to-date ratio	97%	100%	97%
Current-assumption whole life (6 cos.)	Month	$4.67	$ 66,239	$309
	Year to date	$4.48	$ 69,924	$313
	Year-to-date ratio	96%	113%	109%
Total sales (34 cos.)	Month	$7.34	$ 81,434	$598
	Year to date	$7.34	$ 70,851	$520
	Year-to-date ratio	100%	108%	108%

*Includes "permanent term" (or "term to 100") plans for two companies

1986 Universal Life Interest Rate Range



I/R Code 47.40
December 1986

SUPPLEMENT TO MONTHLY SURVEY OF
LIFE INSURANCE SALES IN CANADA

Canadian Ordinary Sales
Revised through December 1986

	Annualized premium (000)			Face amount (000)			Number of policies		
	1985	1986	Ratio 1986/ 1985	1985	1986	Ratio 1986/ 1985	1985	1986	Ratio 1986/ 1985
January	$ 27,817	$ 30,054	108%	$ 4,044,830	$ 4,091,733	101%	59,220	57,774	98%
February	33,426	37,357	112	4,603,291	5,054,961	110	75,703	74,431	98
March	36,664	39,624	108	5,015,759	5,459,895	109	81,506	78,153	96
April	35,665	41,355	116	4,965,571	5,852,957	118	77,407	83,221	108
May	41,026	43,016	105	5,664,168	5,974,461	105	88,784	85,955	97
June	38,765	44,999	116	5,303,086	5,848,871	110	80,739	85,167	105
July	35,401	38,979	110	4,731,941	5,307,049	112	72,082	74,395	103
August	32,299	33,861	105	4,461,937	4,562,244	102	66,061	65,056	98
September	35,574	40,860	115	5,014,496	5,597,652	112	77,358	80,773	104
October	44,420	46,614	105	5,966,034	6,402,811	107	93,286	91,266	98
November	47,340	45,273	96	6,045,975	6,079,316	101	91,242	85,847	94
December	44,069	47,710	108	5,617,898	6,496,432	116	76,844	79,775	104
Year total	$452,466	$489,702	108%	$61,434,986	$66,728,382	109%	940,232	941,813	100%

Canadian Group Sales
Revised through December 1986

	Annualized premium (000)			Face amount (000)		
	1985	1986	Ratio 1986/ 1985	1985	1986	Ratio 1986/ 1985
January	$ 2,245	$ 2,568	114%	$ 1,666,846	$ 861,349	52%
February	2,177	4,265	196	954,648	2,676,061	280
March	3,468	4,060	117	1,706,928	1,997,672	117
April	2,786	3,565	128	1,210,650	1,555,662	128
May	4,348	3,050	70	1,170,748	1,193,102	102
June	4,985	6,786	136	2,295,418	3,300,980	144
July	3,560	7,423	209	1,524,320	2,379,851	156
August	2,815	4,928	175	1,238,078	1,842,736	149
September	4,362	5,240	120	1,967,238	2,240,924	114
October	3,222	4,159	129	1,953,696	1,327,100	68
November	2,818	5,931	210	1,492,898	4,593,131	308
December	11,526	10,702	93	4,186,601	3,508,835	84
Year total	$48,312	$62,677	130%	$21,368,069	$27,477,403	129%

continued

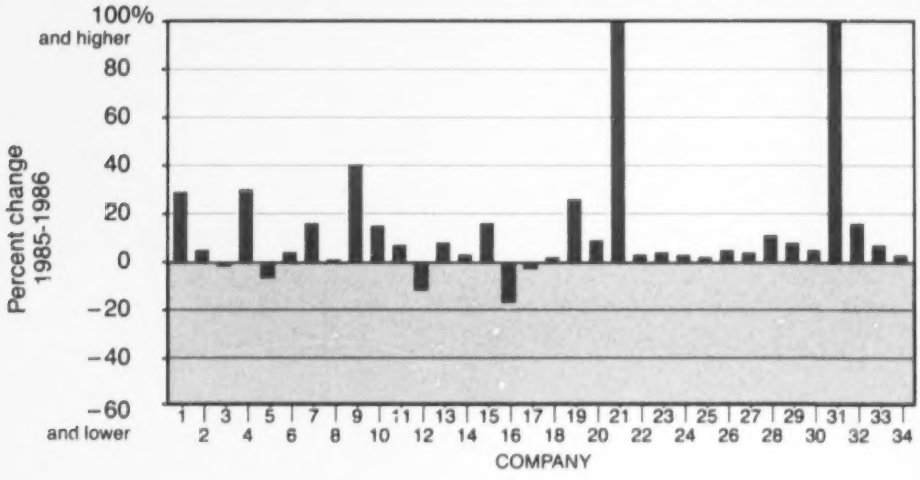
Universal Life Interest Rates in 1986

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.
Median	9.5%	10.0%	9.5%	8.9%	8.9%	8.8%	8.8%	8.8%	8.8%	8.9%	8.9%	8.6%
Number of cos. reporting rates	8	10	10	11	11	11	11	12	12	12	12	12
Number of plans reported	9	11	11	12	12	12	12	16	16	16	16	16
Number of new plans	—	2	0	1	0	0	0	4	0	0	0	0
Number of plans showing . . .												
No change	—	4	4	4	6	4	4	7	13	13	11	14
Increases	—	5	1	0	1	3	2	1	3	3	1	0
Average increase	—	.7%	.5%	0	.1%	.1%	.2%	.1%	.4%	.2%	.2%	0
Decreases	—	0	6	7	5	5	6	4	0	0	4	2
Average decrease	—	0	.4%	.6%	.7%	.4%	.3%	.3%	0	0	.2%	.5%

— Not calculated

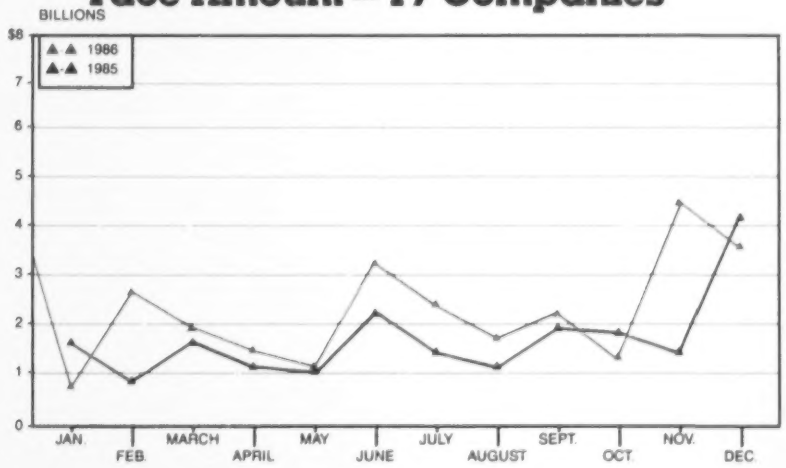
Growth Rates by Company

Annualized Premium Growth – Year to Date

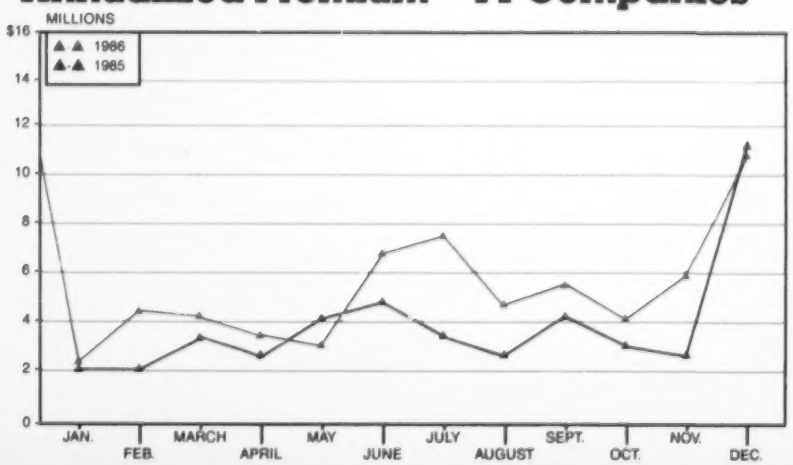


Group Sales

Face Amount – 17 Companies



Annualized Premium – 11 Companies



December Sales*

	Annualized premium (000)		Face amount (000)		Number of policies	
	1985	1986	1985	1986	1985	1986
Ordinary						
Month	$ 44,069	$ 47,710	$ 5,617,898	$ 6,496,432	76,844	79,775
Year to date	$452,466	$489,702	$61,434,986	$66,728,382	940,232	941,813
Group						
Month	$ 11,526	$ 10,702	$ 4,186,601	$ 3,508,835	–	–
Year to date	$ 48,312	$ 62,677	$21,368,069	$27,477,403	–	–

*Data revised to incorporate company corrections

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 34 companies plus four subsidiary companies operating in Canada. The contributors represent 76 percent of the 1984 Canadian ordinary volume sold. Since no industry data are available on total annualized new ordinary premiums, the proportion of total premiums represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 17 companies operating in Canada. The contributors represent 60 percent of the 1984 Canadian volume of new or amended group contracts.

Contact: Elaine F. Tumicki, CLU, project director
Joy I. Hansen
Darlene A. Schnittker
—Manpower and Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208, Hartford, Connecticut 06141

Contributors

Ætna Canada
Alliance Mutuelle*
Allstate Life of Canada
Assumption Mutual Life
L'Assurance-Vie Desjardins
Canada Life*
Commercial Union Life of Canada†
Confederation Life*
Co-operators Life
Crown Life†
Equitable Life of Canada
Financial Life of Canada†
Great-West Life*
Imperial Life of Canada*
Industrial Life (Canada)*†
(includes North West Life of Canada)
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(includes Metropolitan Life of Canada)
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Mutual Life of Canada*†
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(includes New York Life of Canada)
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Prudential of England*†
(includes Prudential Life of England)
Prudential of America*†
Royal Life (Canada)†
(includes Royal Life of Canada)
La Solidarite
State Farm Life†
Sun Life of Canada*†
Transamerica Occidental Life*
(includes Transamerica Life of Canada)
Travelers Life of Canada†
L'Union-Vie†
Zurich Life of Canada

*Company contributes both ordinary and group data.
Companies contributing group data only: Æterna-Vie and Ætna Life
†Company is included in product market share chart

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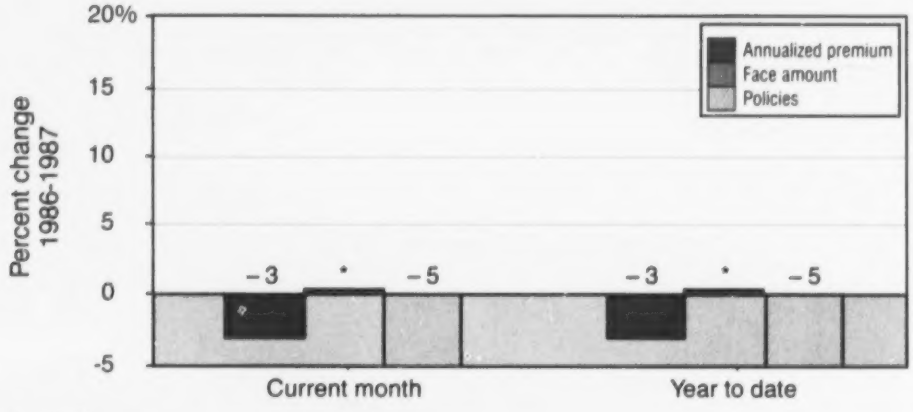
January 1987

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Growth Rates for 35 Companies

Comparisons with Last Year

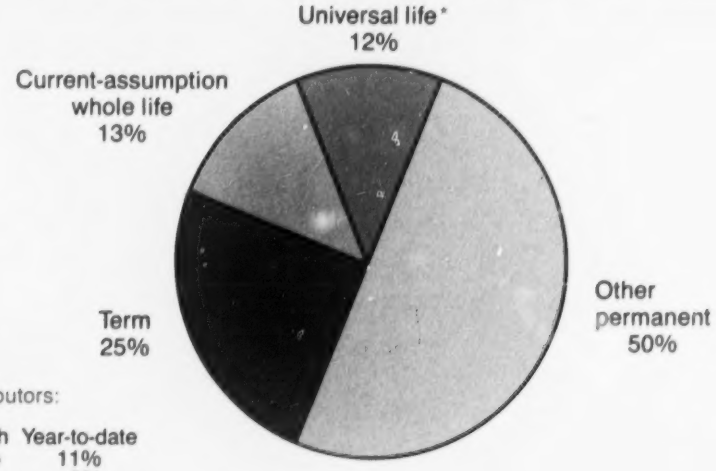


*Less than ½ of 1 percent

Individual Products

Annualized Premium Market Share by Product

Year to Date – 19 Companies Representing 57 Percent of Contributors' Sales



*UL market share for 35 contributors:

	Month	Year-to-date
Annualized premium	11%	11%
Face amount	8%	8%
Number of policies	8%	8%

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Individual Products (cont.)

Comparisons with Last Year – Year to Date

Ratio 1987/1986

		Annualized premiums	Face amount	Number of policies
Term (18 cos.)	Month	104%	110%	106%
	Year to date	104%	110%	106%
Universal life (16 cos.)	Month	90%	85%	90%
	Year to date	90%	85%	90%
Current-assumption whole life (7 cos.)	Month	86%	89%	95%
	Year to date	86%	89%	95%

Policy Characteristics by Product

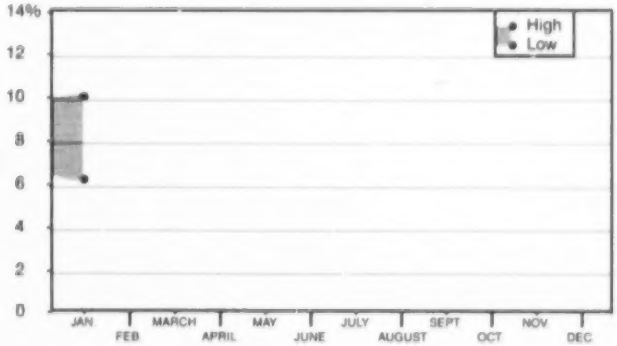
		Premium per $1,000	Average size policy	Premium per policy
Term (18 cos.)	Month	$3.39	$139,322	$473
	Year to date	$3.39	$139,322	$473
	Year-to-date ratio	94%	104%	98%
Universal life (16 cos.)	Month	$9.77	$ 70,537	$689
	Year to date	$9.77	$ 70,537	$689
	Year-to-date ratio	106%	94%	100%
Current-assumption whole life (7 cos.)	Month	$5.15	$ 64,055	$330
	Year to date	$5.15	$ 64,055	$330
	Year-to-date ratio	97%	94%	91%
Total sales (35 cos.)	Month	$7.00	$ 76,451	$535
	Year to date	$7.00	$ 76,451	$535
	Year-to-date ratio	97%	105%	102%

Universal Life

Interest Rates This Month

Median	9.0%
Number of cos. reporting rates	12
Number of plans reported	19
Number of new plans	3
Number of plans dropped	0
Number of plans showing . . .	
No change	6
Increases	1
Average increase	0.5%
Decreases	9
Average decrease	0.3%

1987 Interest Rate Range



SUPPLEMENT TO MONTHLY SURVEY OF

LIFE INSURANCE SALES IN CANADA

Notes on the January Survey

LIMRA is pleased to announce that four companies have joined the ranks of the contributors in this survey. They are COLONIA Life, Knights of Columbus, Laurier Life, and Seaboard Life. The following notes highlight some of the differences between the 1986 and 1987 monthly surveys:

- The 19 companies included in the premium market share pie chart on the first page represent 57 percent of contributors' January sales. This is up from 14 companies representing 41 percent of contributors' sales in the 1986 surveys. Adding the five companies produced the shift in product mix. All companies included in the market share pie chart are designated in the contributors list on the last page.
- In the graph labeled "Growth Rates by Company", the company code numbers are the same as last year for companies that participated in both 1986 and 1987. Numbers for companies that dropped out of the survey have been reassigned to new contributors.
- Companies participating in the group sales portion of the survey are designated in the contributors list on the last page of the survey.

To facilitate 1987/1986 comparisons, the following tables show 1986 production for all 1987 contributors, including the new contributors.

1986 Canadian Ordinary Sales for 35 companies

	Annualized premium (000)	Face amount (000)	Number of policies
January	$ 31,396	$ 4,332,772	59,542
February	38,353	5,263,163	76,415
March	40,700	5,664,827	79,966
April	42,460	6,100,468	85,406
May	44,066	6,177,549	89,212
June	46,071	6,171,108	90,029
July	40,230	5,577,240	79,128
August	34,462	4,760,563	66,459
September	41,220	5,754,268	82,243
October	48,639	6,582,136	92,966
November	45,557	6,163,798	86,764
December	47,420	6,482,876	80,627
Year total	$500,574	$69,030,768	968,757

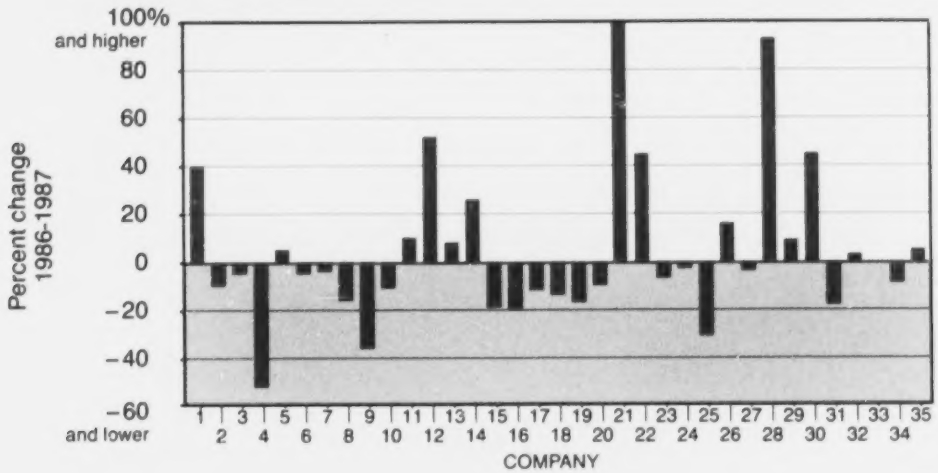
continued

1986 Canadian Group Sales

	Annualized premium (000) (11 companies)	Face amount (000) (15 companies)
January	$ 2,672	$ 867,072
February	5,693	2,649,571
March	4,597	1,936,638
April	3,706	1,543,075
May	3,513	1,196,872
June	11,224	3,239,233
July	7,815	2,371,312
August	5,341	1,811,112
September	5,991	2,205,662
October	4,261	1,306,757
November	8,433	4,548,355
December	11,699	3,438,365
Year total	$74,945	$27,114,024

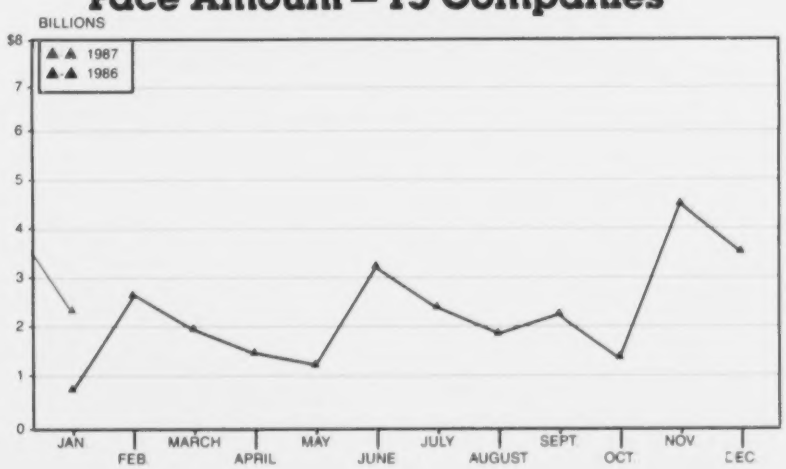
Growth Rates by Company

Annualized Premium Growth – Year to Date

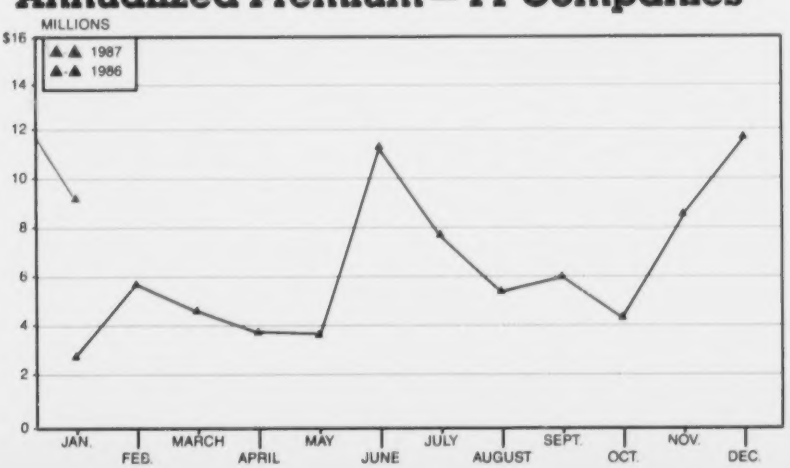


Group Sales

Face Amount – 15 Companies



Annualized Premium – 11 Companies



January Sales

	Annualized premium (000)		Face amount (000)		Number of policies	
	1986	1987	1986	1987	1986	1987
Ordinary						
Month	$ 31,396	$ 30,407	$ 4,332,772	$ 4,344,020	59,542	56,821
Year to date	$ 31,396	$ 30,407	$ 4,332,772	$ 4,344,020	59,542	56,821
Group						
Month	$ 2,672	$ 9,107	$ 867,072	$ 2,318,998	–	–
Year to date	$ 2,672	$ 9,107	$ 867,072	$ 2,318,998	–	–

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 35 companies plus six subsidiary companies operating in Canada. The contributors represent 78 percent of the 1985 Canadian ordinary volume sold. Since no industry data are available on total annualized new ordinary premiums, the proportion of total premiums represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 15 companies operating in Canada. The contributors represent 58 percent of the 1985 Canadian volume of new or amended group contracts.

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Joy I. Hansen
Darlene A. Schnittker
– Manpower and Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208, Hartford, Connecticut 06141

Contributors

Ætna Canada
Allstate Life of Canada
Assumption Mutual Life
L'Assurance-Vie Desjardins
Canada Life*
COLONIA Life†
Commercial Union Life of Canada†
Confederation Life*
Co-operators Life
Crown Life†
Equitable Life of Canada
Financial Life of Canada†
Great-West Life*†
Imperial Life of Canada*
Industrial Alliance Life*† (includes North West Life of Canada)
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L'Union-Vie†
Zurich Life of Canada†

*Company contributes both ordinary and group data
Companies contributing group data only: Ætena-Vie and La Sauvegarde
†Company is included in product market share chart

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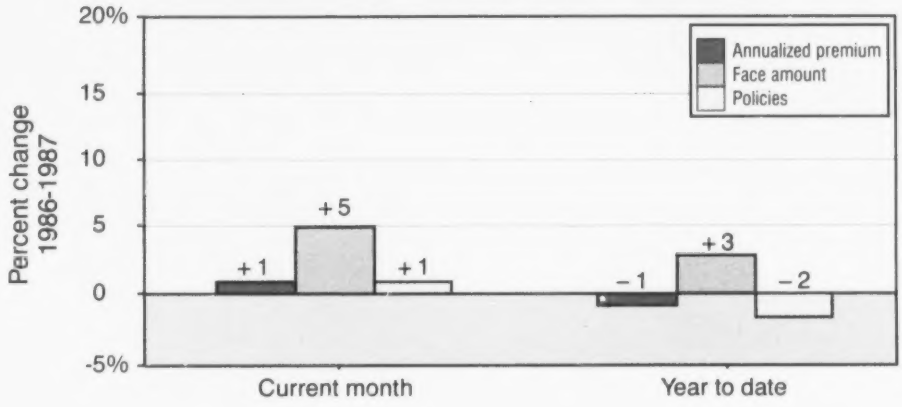
February 1987

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Growth Rates for 35 Companies

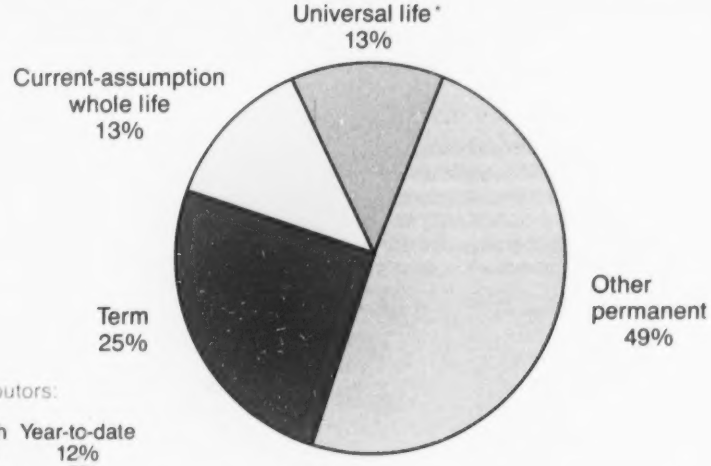
Comparisons with Last Year



Individual Products

Annualized Premium Market Share by Product

Year to Date – 19 Companies Representing 57 Percent of Contributors' Sales



*UL market share for 35 contributors:

	Month	Year-to-date
Annualized premium	13%	12%
Face amount	9%	9%
Number of policies	10%	9%

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Profit from our research.

Individual Products (cont.)

Comparisons with Last Year

Ratio 1987/1986

		Annualized premiums	Face amount	Number of policies
Term (18 cos.)	Month	123%	130%	123%
	Year to date	114%	121%	115%
Universal life (16 cos.)	Month	116%	107%	116%
	Year to date	104%	97%	104%
Current-assumption whole life (8 cos.)	Month	89%	84%	96%
	Year to date	88%	86%	96%

Policy Characteristics by Product

		Premium per $1,000	Average size policy	Premium per policy
Term (18 cos.)	Month	$3.40	$134,050	$456
	Year to date	$3.40	$136,276	$463
	Year-to-date ratio	94%	105%	99%
Universal life (16 cos.)	Month	$9.50	$ 69,384	$659
	Year to date	$9.61	$ 69,834	$671
	Year-to-date ratio	108%	93%	100%
Current-assumption whole life (8 cos.)	Month	$4.93	$ 61,309	$302
	Year to date	$5.02	$ 62,428	$314
	Year-to-date ratio	102%	90%	92%
Total sales (35 cos.)	Month	$7.03	$ 71,568	$503
	Year to date	$7.01	$ 73,643	$517
	Year-to-date ratio	96%	104%	101%

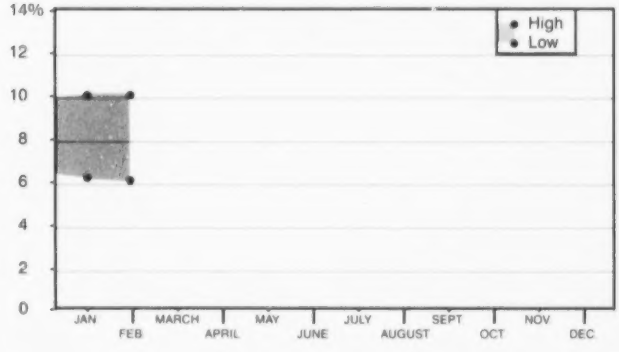
Universal Life

Interest Rates This Month

Median	9.0%
Number of cos. reporting rates	12
Number of plans reported	19
Number of new plans	0
Number of plans dropped	0
Number of plans showing . . .	
No change	14
Increases	1
Average increase	*
Decreases	4
Average decrease	0.4%

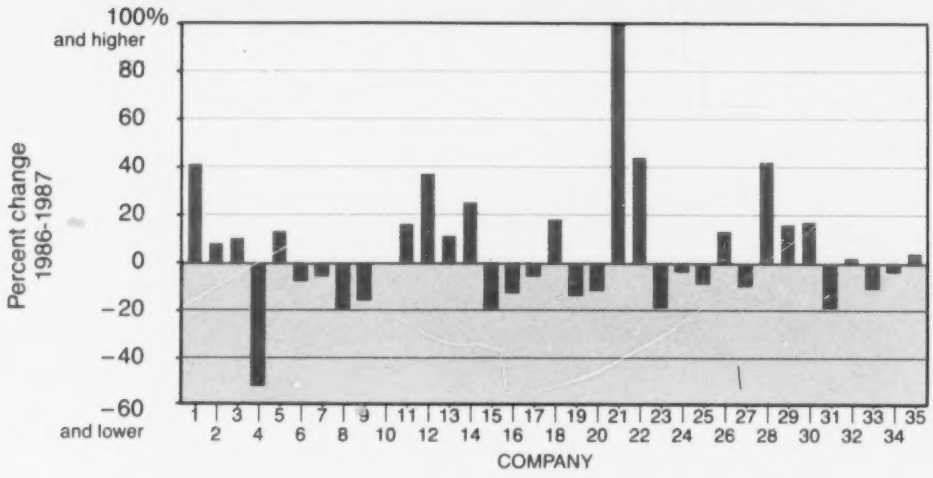
*Less than .05%

1987 Interest Rate Range



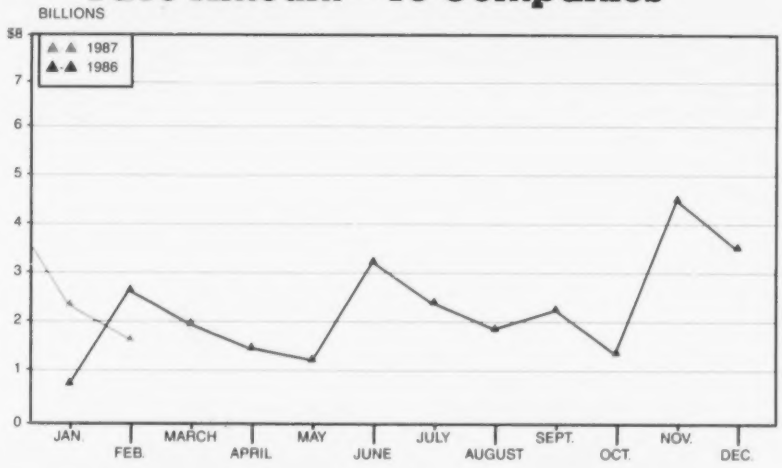
Growth Rates by Company

Annualized Premium Growth – Year to Date

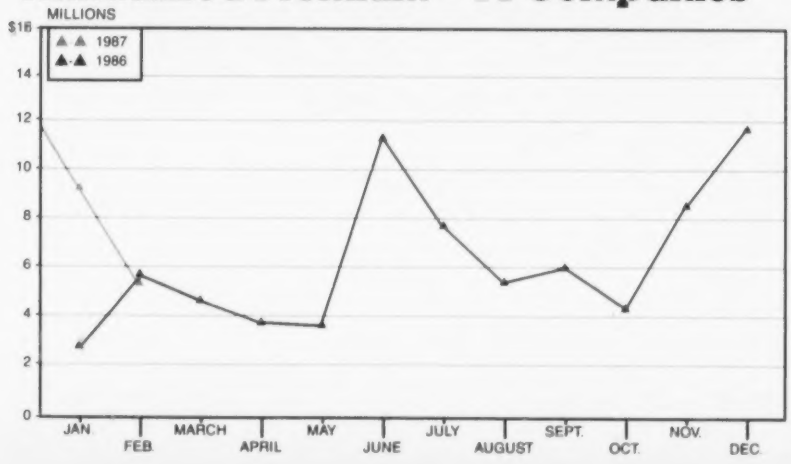


Group Sales

Face Amount – 15 Companies



Annualized Premium – 11 Companies



February Sales

	Annualized premium (000)		Face amount (000)		Number of policies	
	1986	1987	1986	1987	1986	1987
Ordinary						
Month	$ 38,353	$ 38,668	$ 5,263,163	$ 5,503,037	76,415	76,892
Year to date	$ 69,749	$ 69,075	$ 9,595,935	$ 9,847,057	135,957	133,713
Group						
Month	$ 5,693	$ 5,234	$ 2,649,571	$ 1,614,932	–	–
Year to date	$ 8,365	$ 14,341	$ 3,516,643	$ 3,933,930	–	–

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

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The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 15 companies operating in Canada. The contributors represent 58 percent of the 1985 Canadian volume of new or amended group contracts.

Contact: Elaine F. Tumicki, CLU, project director
Joy I. Hansen
Darlene A. Schnittker
– Manpower and Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208, Hartford, Connecticut 06141

Contributors

Ætna Canada
Allstate Life of Canada
Assumption Mutual Life
L'Assurance-Vie Desjardins
Canada Life*
COLONIA Life†
Commercial Union Life of Canada†
Confederation Life*
Co-operators Life
Crown Life†
Equitable Life of Canada
Financial Life of Canada†
Great-West Life*†
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London Life*
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Zurich Life of Canada†

*Company contributes both ordinary and group data
Companies contributing group data only: Æterna-Vie and La Sauvegarde
†Company is included in product market share chart

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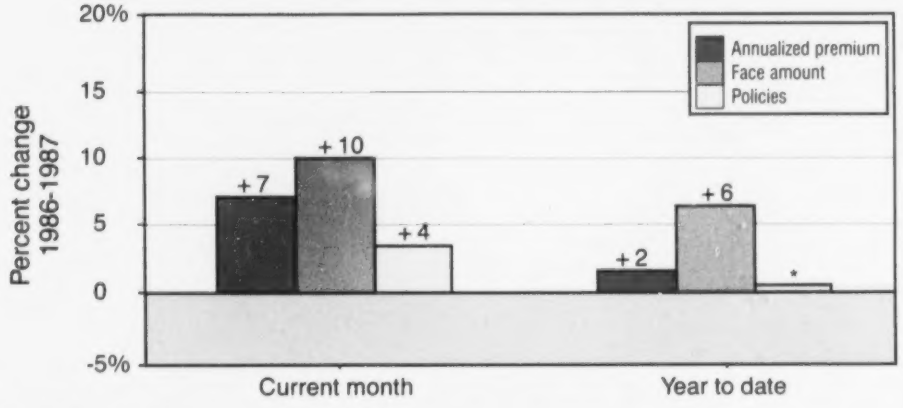
March 1987

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Growth Rates for 35 Companies

Comparisons with Last Year

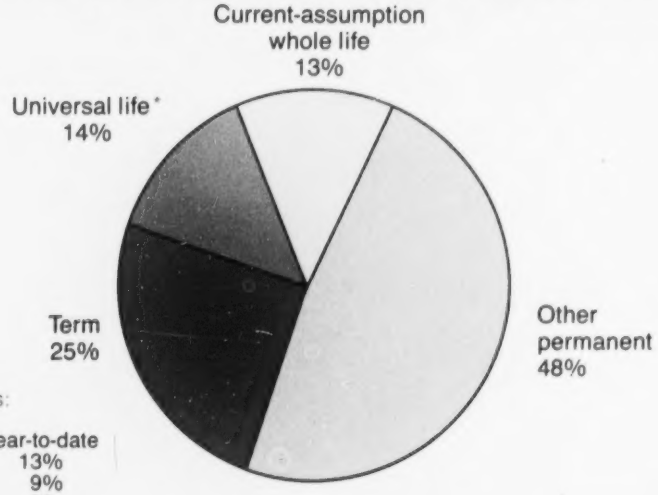


*Less than ½ of 1 percent

Individual Products

Annualized Premium Market Share by Product

Year to Date – 19 Companies Representing 56 Percent of Contributors' Sales



*UL market share for 35 contributors:

	Month	Year-to-date
Annualized premium	14%	13%
Face amount	10%	9%
Number of policies	10%	9%

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Individual Products (cont.)

Comparisons with Last Year

Ratio 1987/1986

		Annualized premiums	Face amount	Number of policies
Term (18 cos.)	Month	110%	119%	115%
	Year to date	113%	120%	115%
Universal life (17 cos.)	Month	144%	130%	135%
	Year to date	118%	108%	115%
Current-assumption whole life (8 cos.)	Month	102%	99%	115%
	Year to date	93%	91%	103%

Policy Characteristics by Product

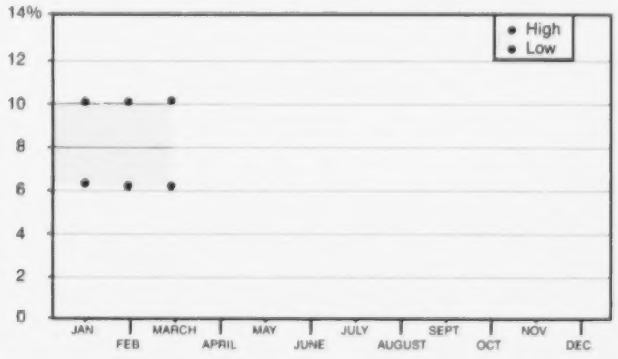
		Premium per $1,000	Average size policy	Premium per policy
Term (18 cos.)	Month	$3.30	$134,119	$442
	Year to date	$3.37	$135,506	$457
	Year-to-date ratio	94%	104%	98%
Universal life (17 cos.)	Month	$9.48	$ 75,996	$720
	Year to date	$9.55	$ 72,336	$691
	Year-to-date ratio	109%	95%	103%
Current-assumption whole life (8 cos.)	Month	$4.94	$ 61,617	$304
	Year to date	$4.99	$ 62,090	$310
	Year-to-date ratio	102%	89%	91%
Total sales (35 cos.)	Month	$6.97	$ 75,357	$525
	Year to date	$6.97	$ 74,615	$520
	Year-to-date ratio	97%	105%	102%

Universal Life

Interest Rates This Month

Median	8.4%
Number of cos. reporting rates	13
Number of plans reported	20
Number of new plans	1
Number of plans dropped	0
Number of plans showing . . .	
No change	7
Increases	1
Average increase	0.8%
Decreases	11
Average decrease	0.3%

1987 Interest Rate Range



I/R Code 47.40
March 1987

SUPPLEMENT TO MONTHLY SURVEY OF
LIFE INSURANCE SALES IN CANADA

Canadian Ordinary Sales
Revised through March 1987

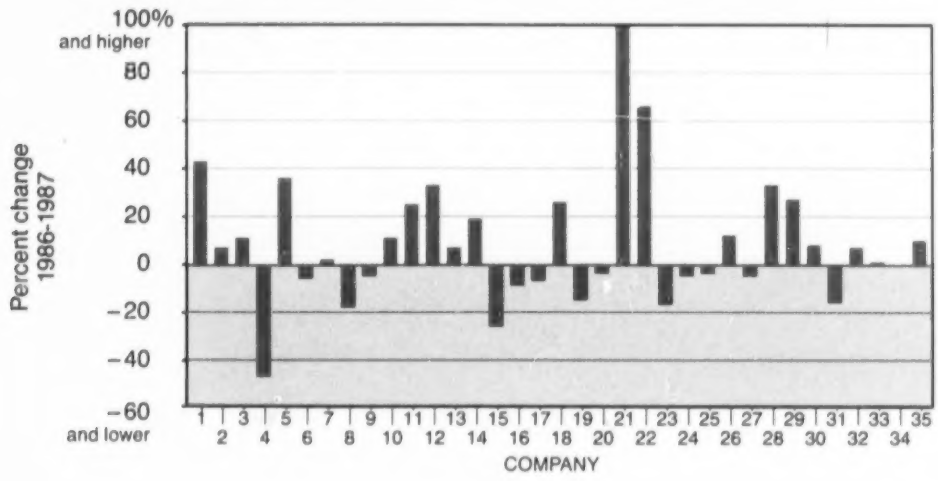
	Annualized premium (000)			Face amount (000)			Number of policies		
	1986	1987	Ratio 1987/ 1986	1986	1987	Ratio 1987/ 1986	1986	1987	Ratio 1987/ 1986
January	$ 31,396	$ 30,412	97%	$ 4,356,269	$ 4,374,685	100%	59,542	56,821	95%
February	38,353	38,669	101	5,288,402	5,540,567	105	76,415	76,892	101
March	40,700	43,688	107	5,692,054	6,271,962	110	79,966	83,230	104
April	42,460			6,128,840			85,406		
May	44,066			6,213,424			89,212		
June	46,071			6,202,932			90,029		
July	40,230			5,604,721			79,128		
August	34,462			4,792,106			66,459		
September	41,220			5,778,015			82,243		
October	48,639			6,627,563			92,966		
November	45,557			6,206,171			86,764		
December	47,420			6,529,272			80,627		
Year total	$500,574			$69,419,769			968,757		
Year to date	$110,449	$112,769	102%	$15,336,725	$16,187,214	106%	215,923	216,943	100%

Canadian Group Sales

No revisions in the first quarter of 1987

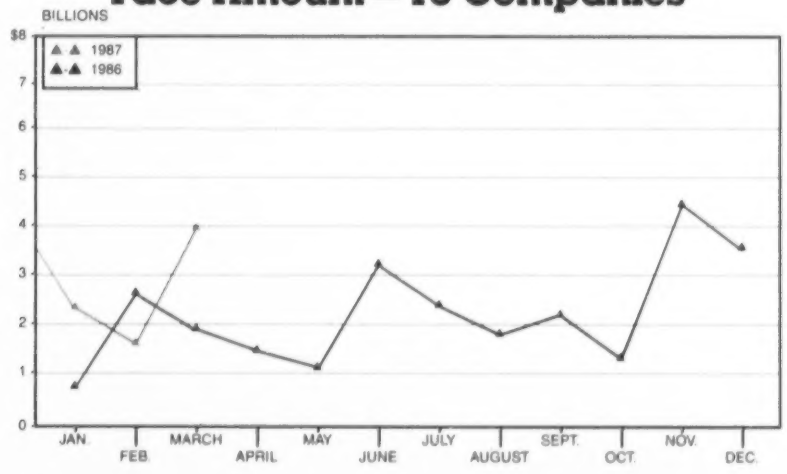
Growth Rates by Company

Annualized Premium Growth – Year to Date

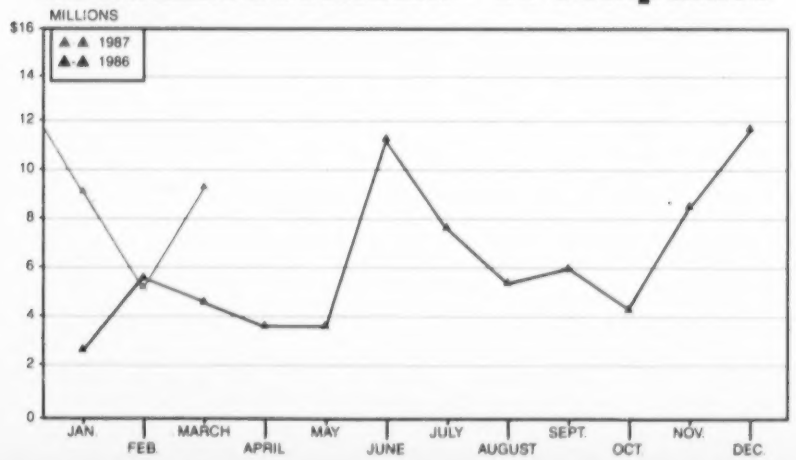


Group Sales

Face Amount – 15 Companies



Annualized Premium – 11 Companies



March Sales*

	Annualized premium (000)		Face amount (000)		Number of policies	
	1986	1987	1986	1987	1986	1987
Ordinary						
Month	$ 40,700	$ 43,688	$ 5,692,054	$ 6,271,962	79,966	83,230
Year to date	$110,449	$112,769	$15,336,725	$16,187,214	215,923	216,943
Group						
Month	$ 4,597	$ 9,038	$ 1,936,638	$ 3,860,147	–	–
Year to date	$ 12,962	$ 23,379	$ 5,453,281	$ 7,794,077	–	–

*Data revised to incorporate company corrections

About the Survey

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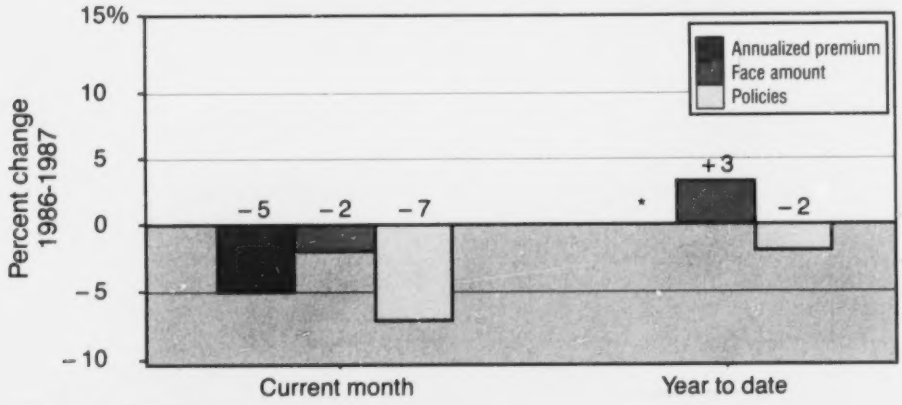
April 1987

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Growth Rates for 35 Companies

Comparisons with Last Year

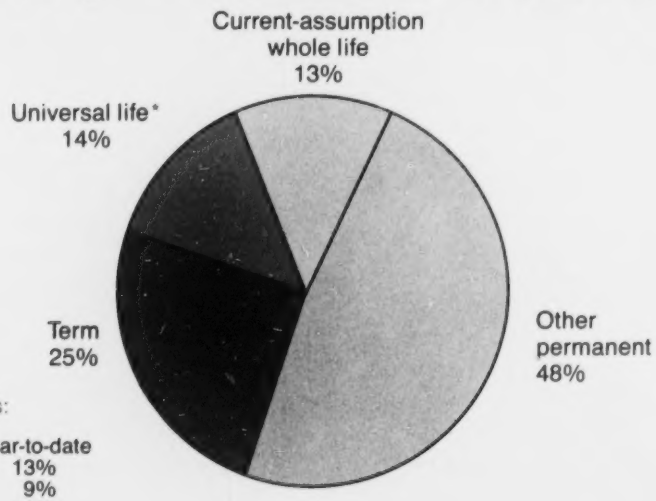


*Less than ½ of 1 percent

Individual Products

Annualized Premium Market Share by Product

Year to Date – 19 Companies Representing 57 Percent of Contributors' Sales



*UL market share for 35 contributors:

	Month	Year-to-date
Annualized premium	13%	13%
Face amount	10%	9%
Number of policies	10%	10%

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(1)

Individual Products (cont.)

Comparisons with Last Year

Ratio 1987/1986

		Annualized premiums	Face amount	Number of policies
Term (18 cos.)	Month	114%	114%	105%
	Year to date	113%	118%	112%
Universal life (17 cos.)	Month	112%	103%	106%
	Year to date	116%	107%	112%
Current-assumption whole life (8 cos.)	Month	89%	83%	95%
	Year to date	92%	89%	101%

Policy Characteristics by Product

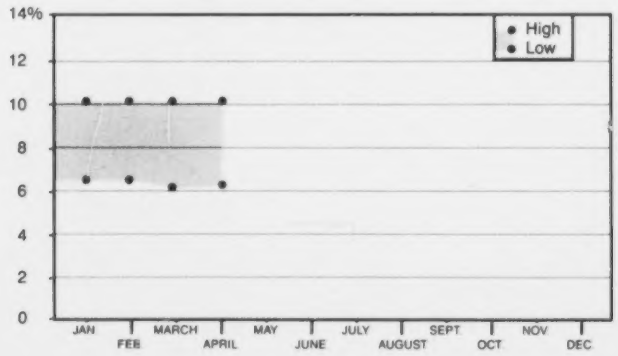
		Premium per $1,000	Average size policy	Premium per policy
Term (18 cos.)	Month	$3.30	$142,020	$468
	Year to date	$3.35	$137,280	$460
	Year-to-date ratio	96%	105%	101%
Universal life (17 cos.)	Month	$9.44	$ 74,511	$703
	Year to date	$9.52	$ 72,931	$694
	Year-to-date ratio	109%	95%	104%
Current-assumption whole life (8 cos.)	Month	$5.00	$ 60,572	$303
	Year to date	$4.99	$ 61,663	$308
	Year-to-date ratio	104%	88%	91%
Total sales (35 cos.)	Month	$6.75	$ 75,507	$510
	Year to date	$6.91	$ 74,854	$517
	Year-to-date ratio	97%	105%	102%

Universal Life

Interest Rates This Month

Median	8.5%
Number of cos. reporting rates	13
Number of plans reported	20
Number of new plans	0
Number of plans dropped	0
Number of plans showing . . .	
No change	14
Increases	2
Average increase	0.3%
Decreases	4
Average decrease	0.3%

1987 Interest Rate Range



Payout Annuities – Certain

	RRSP Income			Nonregistered		
	1986	1987	87/86	1986	1987	87/86
New contracts (14 cos.)						
1st quarter	213	173	81%	231	406	176%
2nd quarter	292			245		
3rd quarter	121			250		
4th quarter	242			317		
Year total	868			1,043		
Premiums (16 cos.)						
1st quarter	$ 7,135,622	$6,014,509	84%	$10,765,611	$26,788,638	249%
2nd quarter	10,632,331			10,926,247		
3rd quarter	4,631,645			14,933,640		
4th quarter	9,917,799			16,937,779		
Year total	$32,317,397			$53,563,277		

	RRSP Income by Source					
	Internal transfers			External money		
	1986	1987	87/86	1986	1987	87/86
Premiums (9 cos.)						
1st quarter	$ 542,116	$639,958	118%	$ 4,219,821	$2,587,771	61%
2nd quarter	680,099			7,961,139		
3rd quarter	189,331			2,592,569		
4th quarter	576,099			5,049,250		
Year total	$1,987,645			$19,822,779		

Registered Retirement Income Funds

	New contracts (7 companies)			Premiums (8 companies)		
	1986	1987	87/86	1986	1987	87/86
1st quarter	129	755	585%	$ 5,871,063	$46,043,528	784%
2nd quarter	90			5,368,796		
3rd quarter	112			6,237,044		
4th quarter	440			24,305,777		
Year total	771			$41,782,680		

Contributors

Canada Life
Confederation Life
Crown Life
Great-West Life
Imperial Life of Canada
Industrielle – Alliance Vie
La Laurentienne
London Life
Manufacturers Life
Metropolitan Life
Mutual Life of Canada
National Life of Canada
New York Life
North American Life (Canada)
Prudential Life of England
Prudential of America
Standard Life (Canada)
State Farm Life
Sun Life of Canada
Transamerica Occidental Life
Zurich Life of Canada

About the Survey

This survey shows the Canadian annuity sales activity of 21 companies. Data listed for previous quarters have been revised to incorporate revisions in company data and to include previously unavailable data.

The data are separated into accumulation and payout annuities. The accumulation section shows the number of payments and premiums on new and existing contracts for RRSP and nonregistered annuities, as well as the number of new contracts. The payout section is divided into life and certain only annuities and registered retirement income funds (RRIFs). New contracts and premiums paid are shown for RRSP income and nonregistered contracts, as well as for RRIFs. The split between internal transfers and external money is shown for companies that are able to provide the source of RRSP income premiums.

Some contributors are unable to provide data for all categories; therefore, each category lists the number of contributors able to provide data.

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April 1987

QUARTERLY SURVEY OF INDIVIDUAL ANNUITIES IN CANADA

First Quarter Sales

Accumulation Annuities

	RRSPS (Registered Retirement Savings Plans)			Nonregistered		
	1986	1987	87/86	1986	1987	87/86
Number of new contracts (17 cos.)						
1st quarter	70,096	64,801	92%	5,177	6,075	117%
2nd quarter	24,463			3,778		
3rd quarter	12,922			3,098		
4th quarter	19,352			5,035		
Year total	126,833			17,088		
Premiums* (19 cos.)						
1st quarter	$ 557,464,830	$660,017,297	118%	$ 82,611,041	$131,589,541	159%
2nd quarter	266,137,696			55,559,241		
3rd quarter	195,894,444			61,726,421		
4th quarter	265,599,896			98,271,616		
Year total	$1,285,096,866			$298,168,319		
Number of payments* (11 cos.)						
1st quarter	224,852	231,872	103%	30,505	32,203	106%
2nd quarter	145,718			29,478		
3rd quarter	141,689			29,866		
4th quarter	152,455			31,847		
Year total	664,714			121,696		

*New and existing contracts

Payout Annuities – Life

	RRSP Income			Nonregistered		
	1986	1987	87/86	1986	1987	87/86
New contracts (16 cos.)						
1st quarter	5,970	5,286	89%	892	834	93%
2nd quarter	6,639			927		
3rd quarter	3,472			961		
4th quarter	3,820			1,284		
Year total	19,901			4,064		
Premiums (18 cos.)						
1st quarter	$174,609,522	$158,561,557	91%	$ 28,453,373	$50,891,264	179%
2nd quarter	222,599,094			29,975,052		
3rd quarter	127,053,470			43,192,830		
4th quarter	124,784,561			45,424,204		
Year total	$649,046,647			$147,045,459		

	RRSP Income by Source					
	Internal transfers			External money		
	1986	1987	87/86	1986	1987	87/86
Premiums (9 cos.)						
1st quarter	$18,751,989	$21,900,921	117%	$ 55,963,834	$40,553,130	72%
2nd quarter	17,031,781			113,634,117		
3rd quarter	14,438,612			52,709,625		
4th quarter	13,658,381			51,165,833		
Year total	$63,880,763			$273,473,409		

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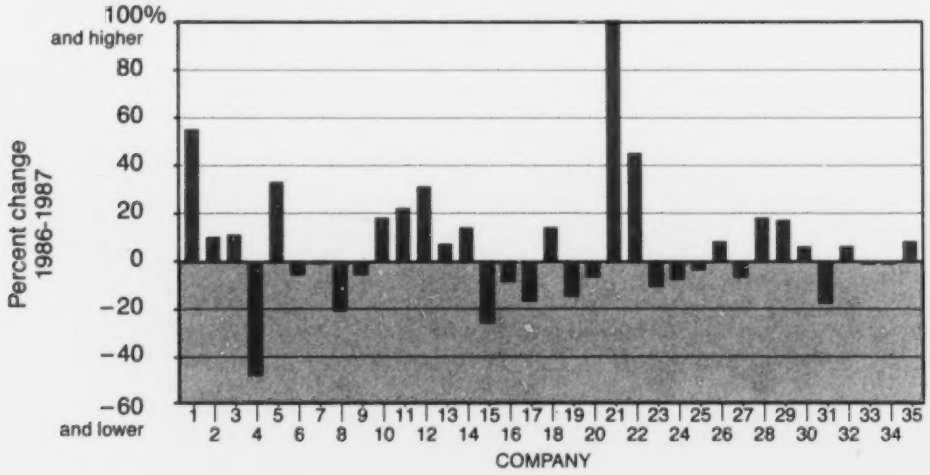
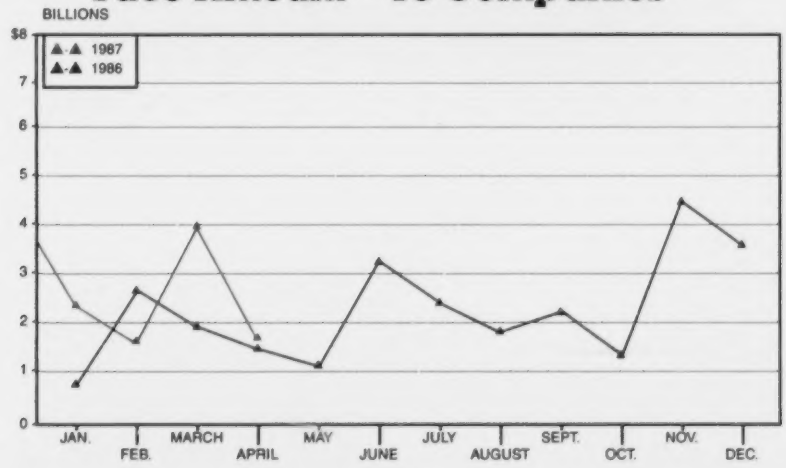
Growth Rates by Company

Annualized Premium Growth – Year to Date

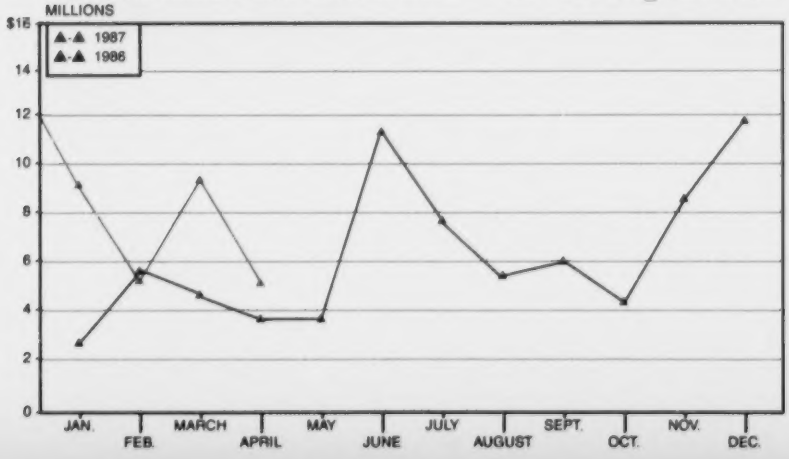


Group Sales

Face Amount – 15 Companies



Annualized Premium – 11 Companies



April Sales

	Annualized premium (000)		Face amount (000)		Number of policies	
	1986	1987	1986	1987	1986	1987
Ordinary						
Month	$ 42,460	$ 40,429	$ 6,128,840	$ 5,987,565	85,406	79,298
Year to date	$152,909	$153,198	$21,465,565	$22,174,779	301,329	296,241
Group						
Month	$ 3,706	$ 5,163	$ 1,543,075	$ 1,657,085	—	—
Year to date	$ 16,668	$ 28,542	$ 6,996,356	$ 9,451,162	—	—

About the Survey

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The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 15 companies operating in Canada. The contributors represent 58 percent of the 1985 Canadian volume of new or amended group contracts.

Contact: Joy I. Hansen, project director
Darlene A. Schnittker
—Manpower and Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208, Hartford, Connecticut 06141

Contributors

Ætna Canada
Allstate Life of Canada
Assumption Mutual Life
Assurance-Vie Desjardins
Canada Life*
COLONIA Life†
Commercial Union Life of Canada†
Confederation Life*
Co-operators Life
Crown Life†
Equitable Life of Canada
Financial Life of Canada†
Great-West Life*†
Imperial Life of Canada*
Industrielle-Alliance Vie*† (includes North West Life of Canada)
Knights of Columbus†
La Laurentienne
Laurier Life†
London Life*
Manufacturers Life†
Metropolitan Life* (includes Metropolitan Life of Canada)
Mutual Life of Canada*†
National Life of Canada*
New York Life*† (includes New York Life of Canada)
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Seaboard Life
La Solidarite
State Farm Life†
Sun Life of Canada*†
Transamerica Occidental Life† (includes Transamerica Life of Canada)
L'Union-Vie†
Zurich Life of Canada†

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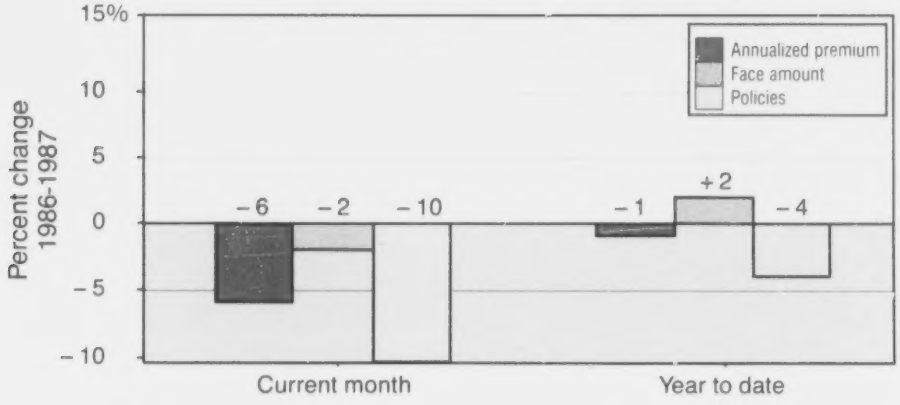
May 1987

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Growth Rates for 35 Companies

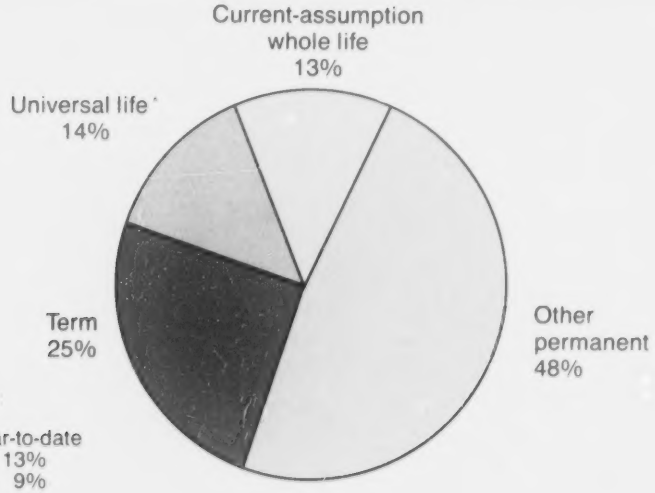
Comparisons with Last Year



Individual Products

Annualized Premium Market Share by Product

Year to Date – 19 Companies Representing 56 Percent of Contributors' Sales



*UL market share for 35 contributors:

	Month	Year-to-date
Annualized premium	12%	13%
Face amount	10%	9%
Number of policies	9%	9%

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Individual Products (cont.)

Comparisons with Last Year

Ratio 1987/1986

		Annualized premiums	Face amount	Number of policies
Term (18 cos.)	Month	103%	106%	101%
	Year to date	111%	115%	110%
Universal life (17 cos.)	Month	110%	116%	113%
	Year to date	115%	109%	112%
Current-assumption whole life (8 cos.)	Month	92%	87%	104%
	Year to date	92%	88%	101%

Policy Characteristics by Product

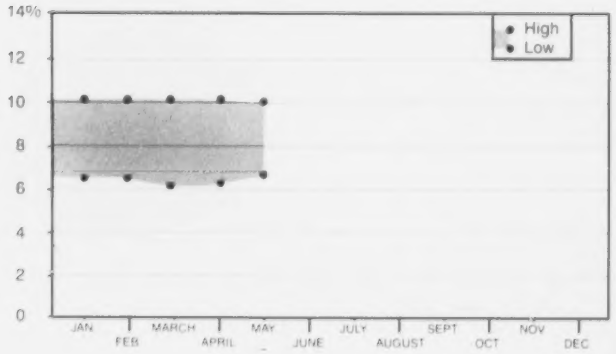
		Premium per $1,000	Average size policy	Premium per policy
Term (18 cos.)	Month	$3.28	$136,137	$447
	Year to date	$3.34	$137,034	$457
	Year-to-date ratio	96%	105%	101%
Universal life (17 cos.)	Month	$8.59	$ 83,587	$718
	Year to date	$9.31	$ 75,086	$699
	Year-to-date ratio	106%	97%	102%
Current-assumption whole life (8 cos.)	Month	$4.94	$ 59,327	$293
	Year to date	$4.98	$ 61,127	$304
	Year-to-date ratio	104%	87%	90%
Total sales (35 cos.)	Month	$6.78	$ 76,055	$516
	Year to date	$6.88	$ 75,109	$517
	Year-to-date ratio	97%	106%	103%

Universal Life

Interest Rates This Month

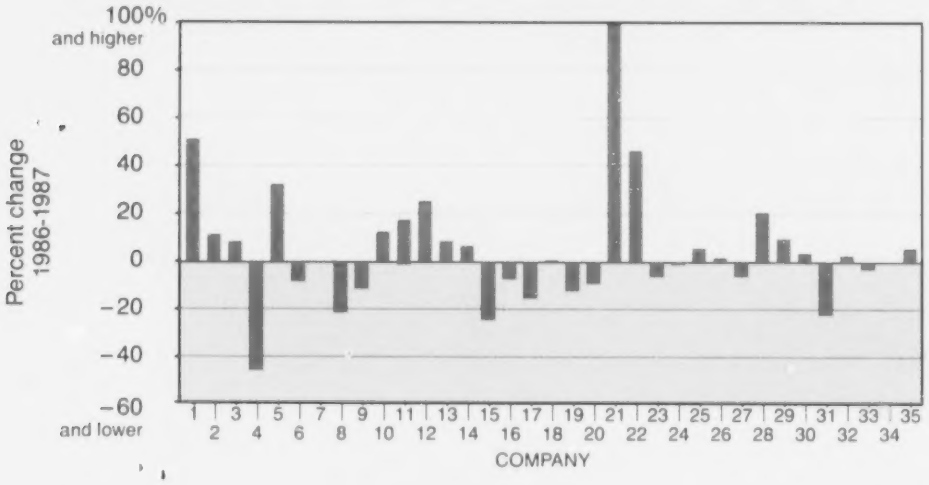
Median	8.8%
Number of cos. reporting rates	14
Number of plans reported	21
Number of new plans	1
Number of plans dropped	0
Number of plans showing . . .	
No change	9
Increases	8
Average increase	0.4%
Decreases	3
Average decrease	0.8%

1987 Interest Rate Range



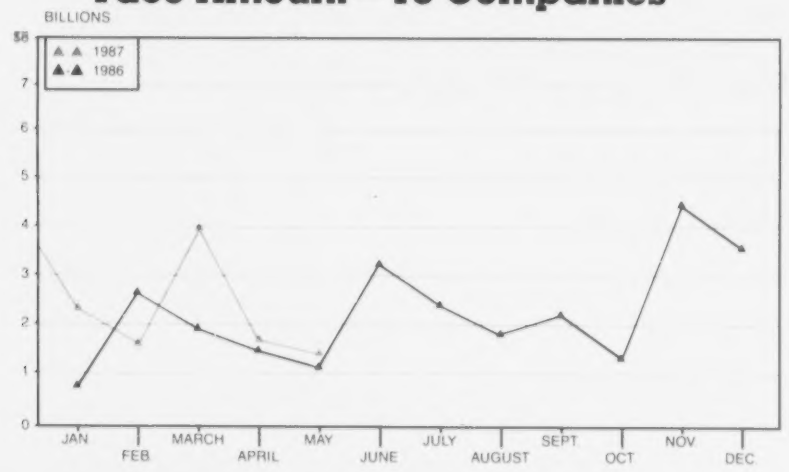
Growth Rates by Company

Annualized Premium Growth – Year to Date

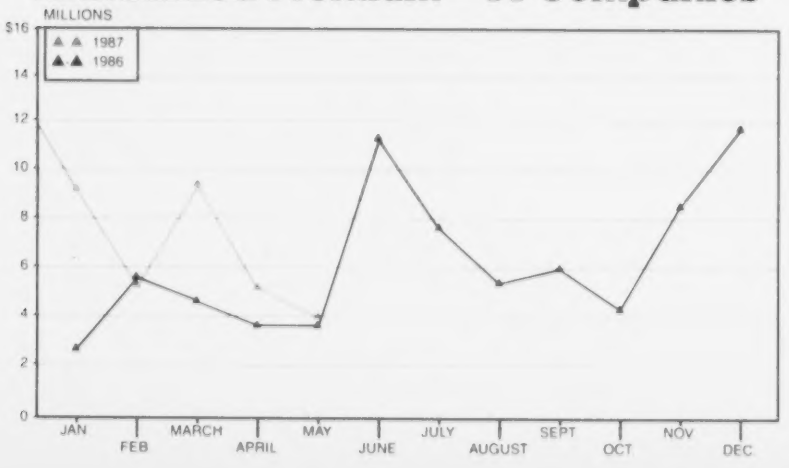


Group Sales

Face Amount – 15 Companies



Annualized Premium – 11 Companies



May Sales

	Annualized premium (000)		Face amount (000)		Number of policies	
	1986	1987	1986	1987	1986	1987
Ordinary						
Month	$ 44,066	$ 41,243	$ 6,213,424	$ 6,081,908	89,212	79,967
Year to date	$196,975	$194,441	$27,678,989	$28,256,687	390,541	376,208
Group						
Month	$ 3,513	$ 3,916	$ 1,196,872	$ 1,422,053	–	–
Year to date	$ 20,181	$ 32,458	$ 8,193,228	$10,873,215	–	–

About the Survey

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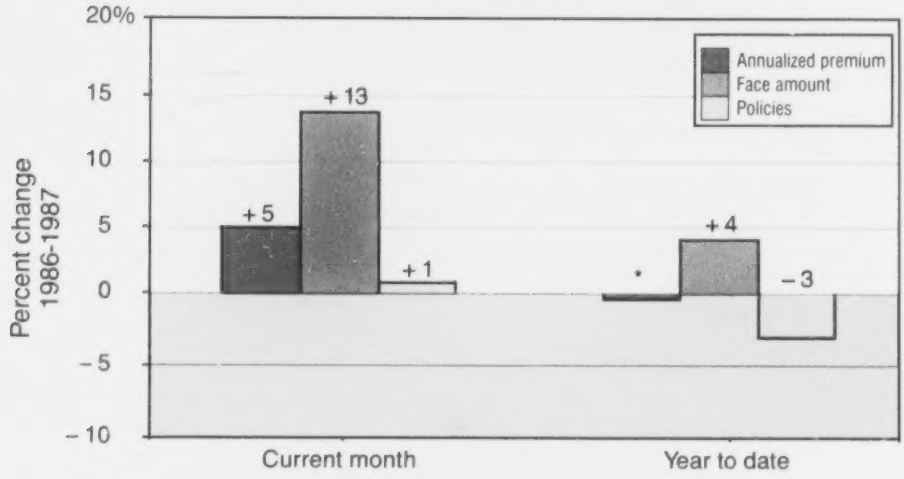
I/R Code 47.40
June 1987

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Growth Rates for 35 Companies

Comparisons with Last Year

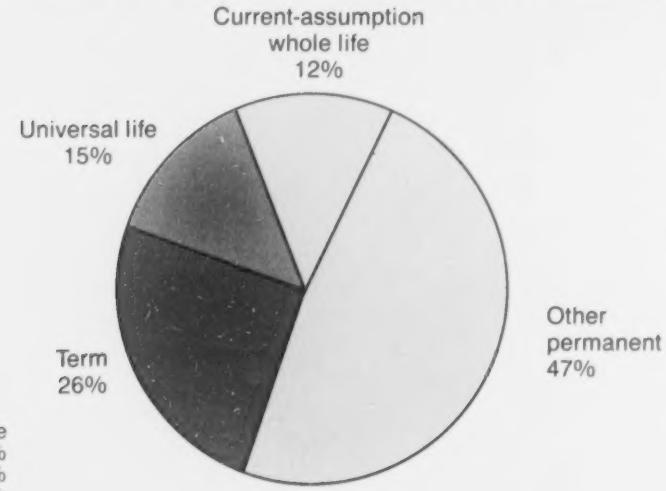


*Less than ½ of –1 percent

Individual Products

Annualized Premium Market Share by Product

18 Companies Representing 53 Percent of June Sales



	Year-to-date
Term	25%
UL	14%
CAL	13%
Perm	48%

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Individual Products (cont.)

Comparisons with Last Year

Ratio 1987/1986

		Annualized premiums	Face amount	Number of policies
Term (17 cos.)	Month	121%	118%	111%
	Year to date	113%	114%	106%
Universal life (17 cos.)	Month	119%	120%	129%
	Year to date	116%	111%	115%
Current-assumption whole life (7 cos.)	Month	115%	110%	133%
	Year to date	94%	90%	104%

Policy Characteristics by Product

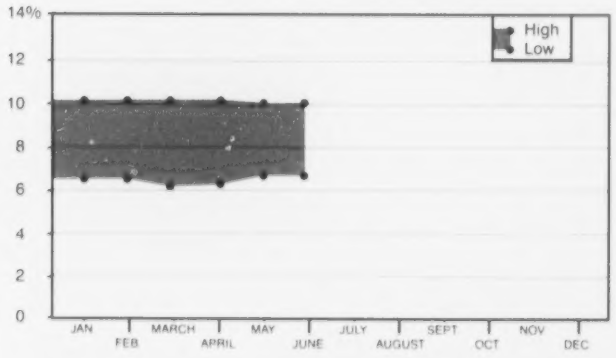
		Premium per $1,000	Average size policy	Premium per policy
Term (17 cos.)	Month	$3.42	$142,118	$487
	Year to date	$3.44	$138,861	$478
	Year-to-date ratio	98%	107%	106%
Universal life (17 cos.)	Month	$8.96	$ 79,049	$709
	Year to date	$9.24	$ 75,898	$701
	Year-to-date ratio	104%	96%	100%
Current-assumption whole life (7 cos.)	Month	$4.91	$ 57,320	$281
	Year to date	$4.96	$ 60,145	$298
	Year-to-date ratio	104%	86%	90%
Total sales (35 cos.)	Month	$6.86	$ 77,061	$528
	Year to date	$6.88	$ 75,490	$519
	Year-to-date ratio	96%	107%	103%

Universal Life

Interest Rates This Month

Median	8.8%
Number of cos. reporting rates	14
Number of plans reported	25
Number of new plans	0
Number of plans dropped	0
Number of plans showing . . .	
No change	16
Increases	7
Average increase	0.3%
Decreases	2
Average decrease	1.0%

1987 Interest Rate Range



I/R Code 47.40
June 1987

SUPPLEMENT TO MONTHLY SURVEY OF

LIFE INSURANCE SALES IN CANADA

Notes on the June Survey

Beginning with this issue, there are two changes to the premium market share pie chart:

- To reflect changes in the product environment as they occur, the pie chart shows the current month, rather than year-to-date, product allocations. A companion table presents year-to-date results.
- The product pie chart has been revised to eliminate one company that could no longer provide the required product data. The 18 companies included in the revised product chart are designated in the contributors list on the last page.

To facilitate 1987/1986 comparisons, we have recomputed product allocations by month for the revised group. The restated 1986 product market shares differ from those published in the 1986 monthly reports because they are based on a larger, more representative group of companies. The 18 companies represent 54 percent of contributors' June 1987 year-to-date sales.

Monthly Product Allocations
(Based on 18 Product Market Share Contributors for 1987)

	Universal life		Current-assumption whole life		Term		Other permanent	
	1986	1987	1986	1987	1986	1987	1986	1987
January	13%	12%	13%	13%	22%	25%	52%	50%
February	10	14	14	12	21	25	55	49
March	10	16	14	14	23	23	53	47
April	12	15	14	13	22	25	52	47
May	13	14	14	14	23	24	50	48
June	13	15	11	12	21	26	55	47
July	12		12		23		53	
August	12		13		23		52	
September	12		15		24		49	
October	17		16		20		47	
November	16		11		21		52	
December	17		11		24		48	
Year total (18 companies)	13%		13%		22%		52%	

continued

Canadian Ordinary Sales

No revisions in the second quarter of 1987

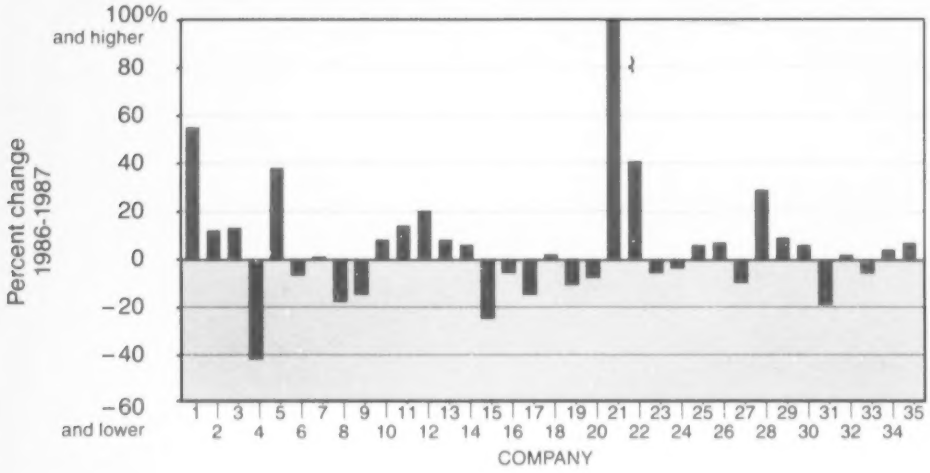
Canadian Group Sales

Revised through June 1987

	Annualized premium (000) (11 companies)			Face amount (000) (15 companies)		
	1986	1987	Ratio 1987/ 1986	1986	1987	Ratio 1987/ 1986
January	$ 2,209	$ 9,112	412%	$ 867,072	$ 2,319,498	268%
February	5,693	5,234	92	2,649,571	1,614,932	61
March	4,597	9,038	197	1,936,638	3,860,147	199
April	3,477	5,163	148	1,543,075	1,656,866	107
May	3,513	3,916	111	1,196,872	1,422,053	119
June	11,045	7,627	69	3,239,233	2,267,358	70
July	7,815			2,371,312		
August	5,341			1,811,112		
September	5,570			2,204,059		
October	4,261			1,306,757		
November	6,450			4,548,355		
December	11,447			3,438,365		
Year total	$71,418			$27,112,421		
Year to date	$30,534	$40,090	131%	$11,432,461	$13,140,854	115%

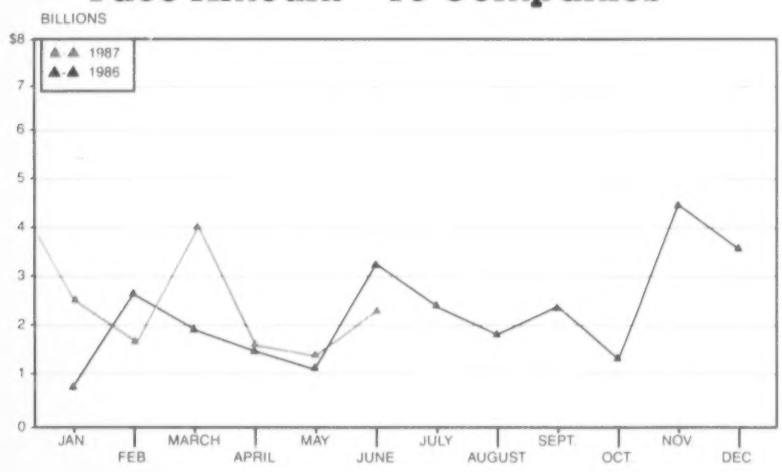
Growth Rates by Company

Annualized Premium Growth – Year to Date

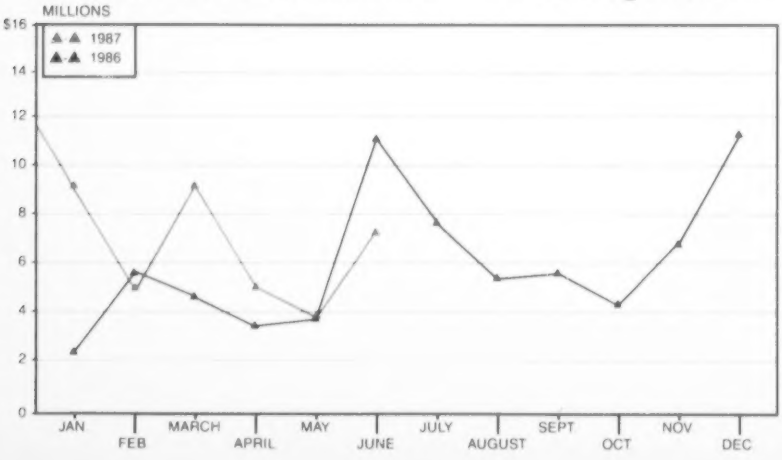


Group Sales

Face Amount – 15 Companies



Annualized Premium – 11 Companies



June Sales*

	Annualized premium (000)		Face amount (000)		Number of policies	
	1986	1987	1986	1987	1986	1987
Ordinary						
Month	$ 46,071	$ 48,225	$ 6,202,932	$ 7,033,428	90,029	91,271
Year to date	$243,046	$242,666	$33,881,921	$35,290,115	480,570	467,479
Group						
Month	$ 11,045	$ 7,627	$ 3,239,233	$ 2,267,358	–	–
Year to date	$ 30,534	$ 40,090	$11,432,461	$13,140,854	–	–

*Group data revised to incorporate company corrections

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This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

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July 1987

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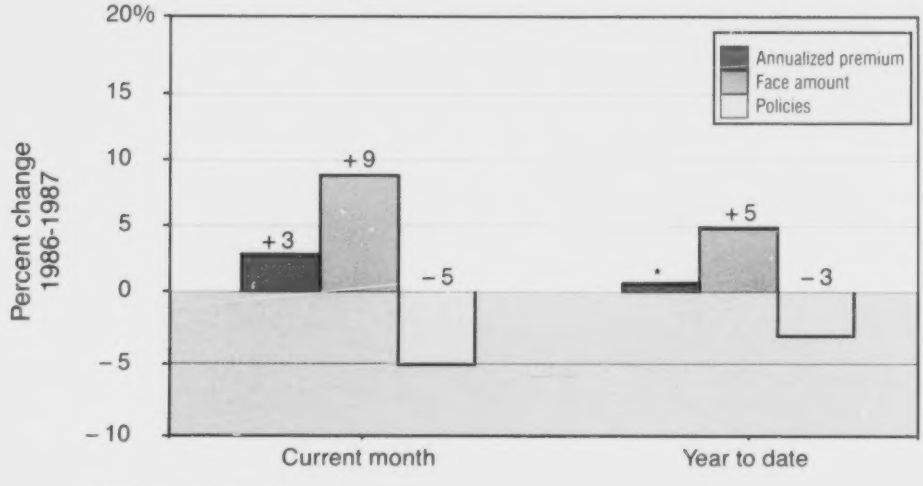
Comparisons with Last Year

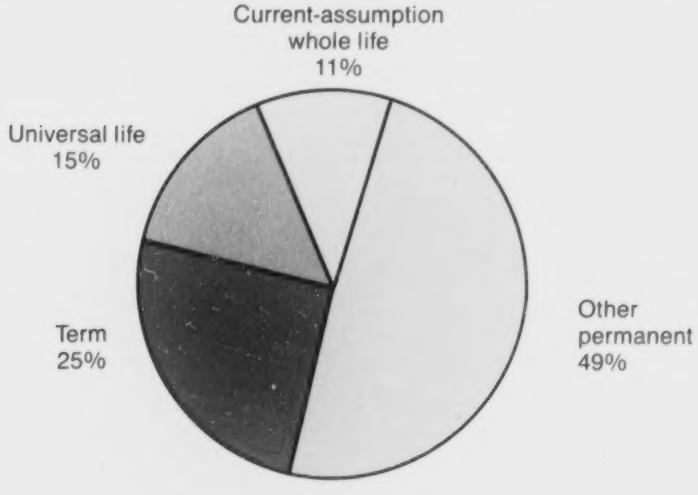


*Less than ½ of 1 percent

Individual Products

Annualized Premium Market Share by Product

18 Companies Representing 54 Percent of July Sales



	Year-to-date
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UL	14%
CAL	13%
Perm	48%

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Profit from our research.

Individual Products (cont.)

Comparisons with Last Year

Ratio 1987/1986

		Annualized premiums	Face amount	Number of policies
Term (17 cos.)	Month	112%	110%	109%
	Year to date	113%	114%	107%
Universal life (18 cos.)	Month	127%	126%	123%
	Year to date	117%	113%	116%
Current-assumption whole life (7 cos.)	Month	83%	80%	98%
	Year to date	92%	88%	103%

Policy Characteristics by Product

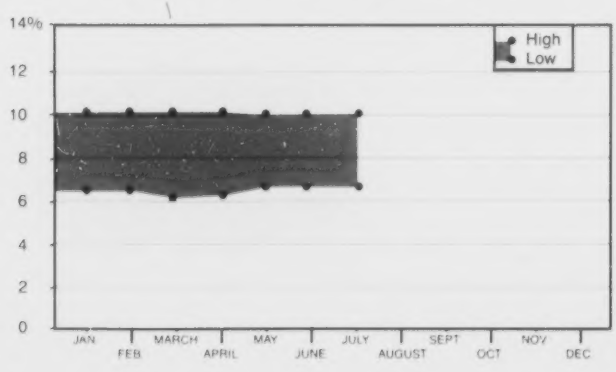
		Premium per $1,000	Average size policy	Premium per policy
Term (17 cos.)	Month	$3.38	$138,656	$469
	Year to date	$3.43	$138,830	$477
	Year-to-date ratio	99%	107%	106%
Universal life (18 cos.)	Month	$9.09	$ 78,475	$713
	Year to date	$9.21	$ 76,280	$703
	Year-to-date ratio	104%	97%	101%
Current-assumption whole life (7 cos.)	Month	$5.05	$ 58,774	$297
	Year to date	$4.97	$ 59,983	$298
	Year-to-date ratio	104%	85%	89%
Total sales (35 cos.)	Month	$6.81	$ 80,839	$550
	Year to date	$6.87	$ 76,232	$523
	Year-to-date ratio	96%	108%	103%

Universal Life

Interest Rates This Month

Median	8.9%
Number of cos. reporting rates	15
Number of plans reported	28
Number of new plans	3
Number of plans dropped	0
Number of plans showing . . .	
No change	18
Increases	5
Average increase	0.2%
Decreases	2
Average decrease	0.3%

1987 Interest Rate Range



I/R Code 4.30
July 1987

QUARTERLY SURVEY OF INDIVIDUAL ANNUITIES IN CANADA

Second Quarter Sales

Accumulation Annuities

	RRSPS (Registered Retirement Savings Plans)			Nonregistered		
	1986	1987	87/86	1986	1987	87/86
Number of new contracts (17 cos.)						
1st quarter	70,096	64,801	92%	5,177	6,074	117%
2nd quarter	24,463	22,816	93	3,778	5,659	150
3rd quarter	12,922			3,098		
4th quarter	19,352			5,035		
Year total	126,833			17,088		
Premiums* (19 cos.)						
1st quarter	$ 557,464,830	$660,016,892	118%	$ 82,611,041	$131,589,541	159%
2nd quarter	266,137,696	326,963,859	123	55,559,241	113,503,447	204
3rd quarter	195,894,444			61,726,421		
4th quarter	265,599,896			98,271,616		
Year total	$1,285,096,866			$298,168,319		
Number of payments* (11 cos.)						
1st quarter	224,852	231,872	103%	30,505	32,203	106%
2nd quarter	145,718	240,028	165	29,478	56,185	191
3rd quarter	141,689			29,866		
4th quarter	152,455			31,847		
Year total	664,714			121,696		

*New and existing contracts

Payout Annuities – Life

	RRSP Income			Nonregistered		
	1986	1987	87/86	1986	1987	87/86
New contracts (17 cos.)						
1st quarter	5,970	5,286	89%	892	834	93%
2nd quarter	6,639	3,724	56	927	843	91
3rd quarter	3,472			961		
4th quarter	3,820			1,284		
Year total	19,901			4,064		
Premiums (19 cos.)						
1st quarter	$174,609,522	$158,561,557	91%	$ 28,453,373	$50,891,264	179%
2nd quarter	222,599,094	121,431,733	55	29,975,052	44,373,827	148
3rd quarter	127,053,470			43,192,830		
4th quarter	124,784,561			45,424,204		
Year total	$649,046,647			$147,045,459		

	RRSP Income by Source					
	Internal transfers			External Money		
	1986	1987	87/86	1986	1987	87/86
Premiums (10 cos.)						
1st quarter	$18,751,989	$21,900,921	117%	$ 55,963,834	$40,553,130	72%
2nd quarter	17,031,781	28,587,254	168	113,634,117	35,667,159	31
3rd quarter	14,438,612			52,709,625		
4th quarter	13,658,381			51,165,833		
Year total	$63,880,763			$273,473,409		

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Payout Annuities – Certain

	RRSP Income			Nonregistered		
	1986	1987	87/86	1986	1987	87/86
New contracts (15 cos.)						
1st quarter	213	165	77%	231	312	135%
2nd quarter	292	130	45	245	356	145
3rd quarter	121			250		
4th quarter	242			317		
Year total	868			1,043		
Premiums (17 cos.)						
1st quarter	$ 7,135,622	$5,442,542	76%	$10,765,611	$22,805,943	212%
2nd quarter	10,632,331	5,445,771	51	10,926,247	18,196,164	167
3rd quarter	4,631,645			14,933,640		
4th quarter	9,917,799			16,937,779		
Year total	$32,317,397			$53,563,277		

	RRSP Income by Source					
	Internal transfers			External money		
	1986	1987	87/86	1986	1987	87/86
Premiums (10 cos.)						
1st quarter	$ 542,116	$ 639,958	118%	$ 4,219,821	$2,587,771	61%
2nd quarter	680,099	2,722,592	400	7,961,139	1,493,475	19
3rd quarter	189,331			2,592,569		
4th quarter	576,099			5,049,250		
Year total	$1,987,645			$19,822,779		

Registered Retirement Income Funds

	New contracts (9 companies)			Premiums (10 companies)		
	1986	1987	87/86	1986	1987	87/86
1st quarter	129	755	585%	$ 5,871,063	$46,043,528	784%
2nd quarter	90	642	713	5,368,796	34,063,563	634
3rd quarter	112			6,237,044		
4th quarter	440			24,305,777		
Year total	771			$41,782,680		

Contributors

Canada Life
Confederation Life
Crown Life
Great-West Life
Imperial Life of Canada
Industrielle – Alliance Vie
La Laurentienne
London Life
Manufacturers Life
Metropolitan Life
Mutual Life of Canada
National Life of Canada
New York Life
North American Life (Canada)
Prudential Life of England
Prudential of America
Standard Life (Canada)
State Farm Life
Sun Life of Canada
Transamerica Occidental Life
Zurich Life of Canada

About the Survey

This survey shows the Canadian annuity sales activity of 21 companies. Data listed for previous quarters have been revised to incorporate revisions in company data and to include previously unavailable data.

The data are separated into accumulation and payout annuities. The accumulation section shows the number of payments and premiums on new and existing contracts for RRSP and nonregistered annuities, as well as the number of new contracts. The payout section is divided into life and certain only annuities and registered retirement income funds (RRIFs). New contracts and premiums paid are shown for RRSP income and nonregistered contracts, as well as for RRIFs. The split between internal transfers and external money is shown for companies that are able to provide the source of RRSP income premiums.

Some contributors are unable to provide data for all categories; therefore, each category lists the number of contributors able to provide data.

Contact: Michael D. Bourque, project director
– Manpower and Market Research

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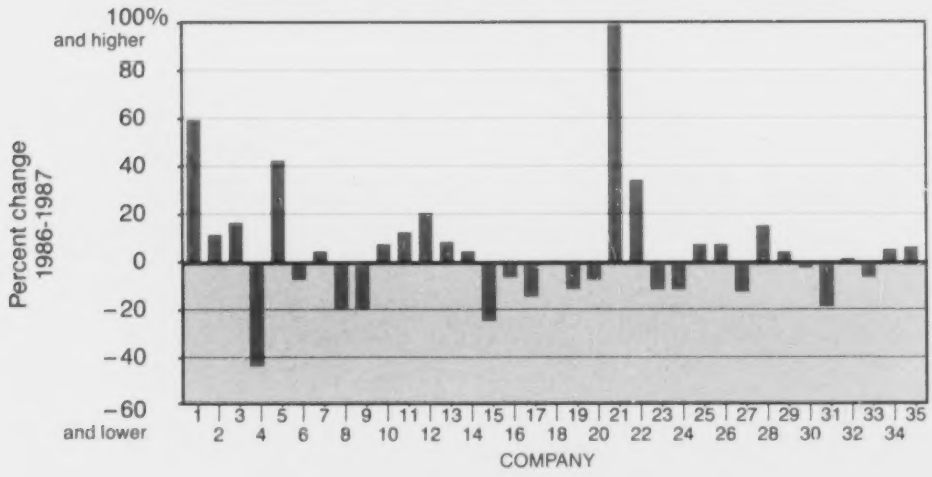
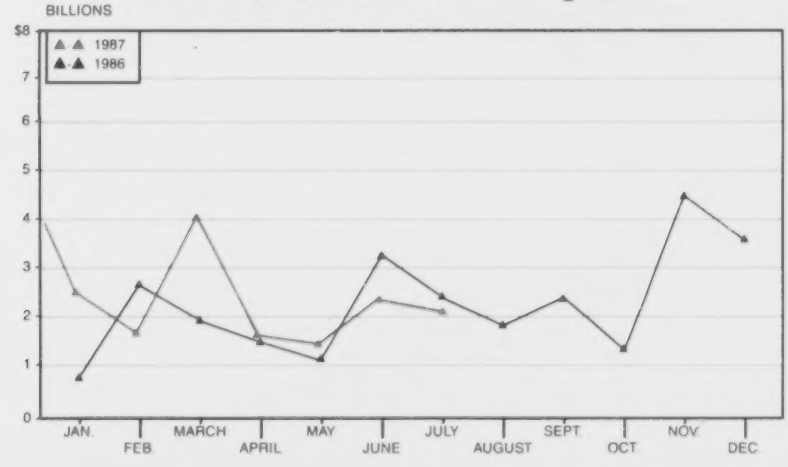
Growth Rates by Company

Annualized Premium Growth – Year to Date

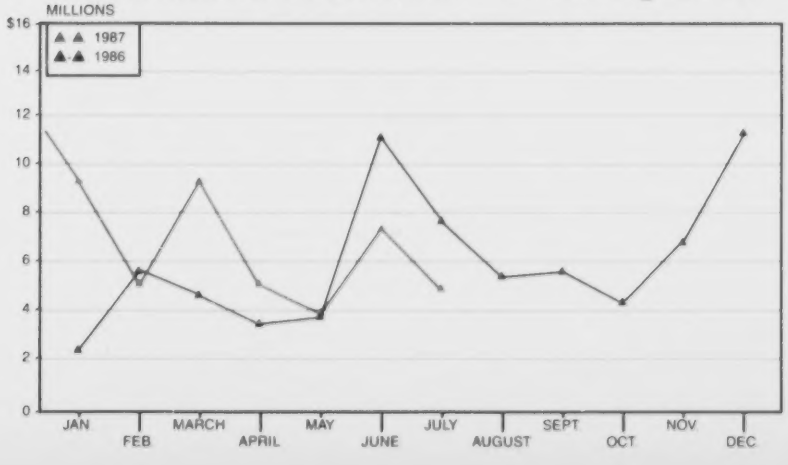


Group Sales

Face Amount – 15 Companies



Annualized Premium – 11 Companies



July Sales

	Annualized premium (000)		Face amount (000)		Number of policies	
	1986	1987	1986	1987	1986	1987
Ordinary						
Month	$ 40,230	$ 41,417	$ 5,604,721	$ 6,085,643	79,128	75,281
Year to date	$283,276	$284,083	$39,486,642	$41,375,758	559,698	542,760
Group						
Month	$ 7,815	$ 5,199	$ 2,371,312	$ 2,068,645	–	–
Year to date	$ 38,349	$ 45,289	$13,803,773	$15,209,499	–	–

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 35 companies plus six subsidiary companies operating in Canada. The contributors represent 78 percent of the 1985 Canadian ordinary volume sold. Since no industry data are available on total annualized new ordinary premiums, the proportion of total premiums represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 15 companies operating in Canada. The contributors represent 58 percent of the 1985 Canadian volume of new or amended group contracts.

Contact: Joy I. Hansen, project director
Darlene A. Schnittker
Michael D. Bourque
—Manpower and Market Research

Life Insurance Marketing and Research Association, Inc.
P.O. Box 208, Hartford, Connecticut 06141

Contributors

Ætna Canada
Allstate Life of Canada
Assumption Mutual Life
Assurance-Vie Desjardins
Canada Life*
COLONIA Life†
Commercial Union Life of Canada
Confederation Life*
Co-operators Life
Crown Life†
Equitable Life of Canada
Financial Life of Canada†
Great-West Life*†
Imperial Life of Canada*
Industrielle-Alliance Vie*† (includes North West Life of Canada)
Knights of Columbus†
La Laurentienne
Laurier Life†
London Life*
Manufacturers Life†
Metropolitan Life* (includes Metropolitan Life of Canada)
Mutual Life of Canada*†
National Life of Canada*
New York Life*† (includes New York Life of Canada)
North American Life (Canada)
Prudential of England*† (includes Prudential Life of England)
Prudential of America*†
Royal Life (Canada)† (includes Royal Life of Canada)
Seaboard Life
La Solidarite
State Farm Life†
Sun Life of Canada*†
Transamerica Occidental Life† (includes Transamerica Life of Canada)
L'Union-Vie†
Zurich Life of Canada†

*Company contributes both ordinary and group data
Companies contributing group data only: Ætna-Vie and La Sauvegarde
†Company is included in product market share chart

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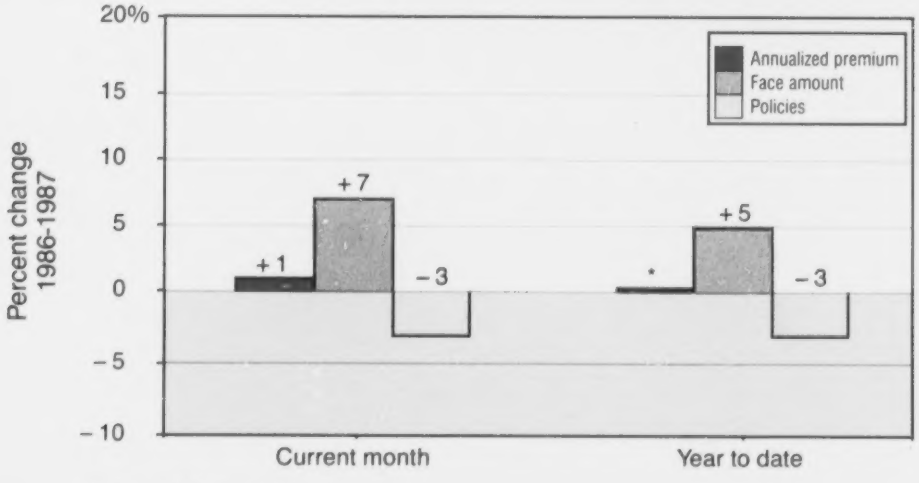
August 1987

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Growth Rates for 35 Companies

Comparisons with Last Year

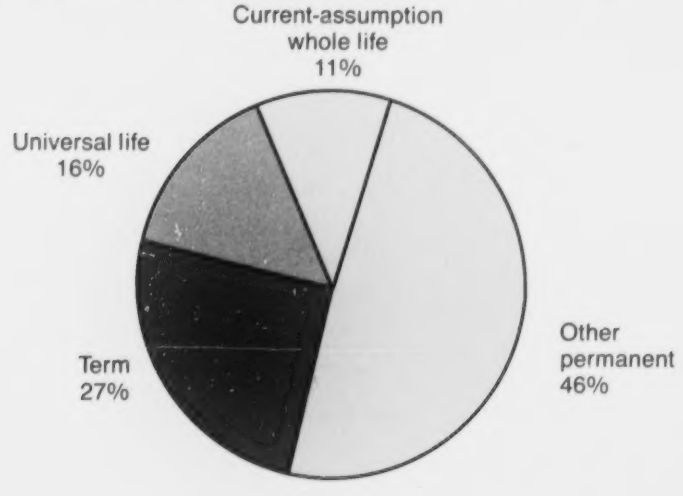


*Less than ½ of 1 percent

Individual Products

Annualized Premium Market Share by Product

18 Companies Representing 61 Percent of August Sales



	Year-to-date
Term	25%
UL	15%
CAL	12%
Perm	48%

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Individual Products (cont.)

Comparisons with Last Year

Ratio 1987/1986

		Annualized premiums	Face amount	Number of policies
Term (17 cos.)	Month	125%	117%	105%
	Year to date	114%	114%	107%
Universal life (18 cos.)	Month	138%	135%	132%
	Year to date	120%	115%	118%
Current-assumption whole life (7 cos.)	Month	91%	85%	101%
	Year to date	92%	88%	103%

Policy Characteristics by Product

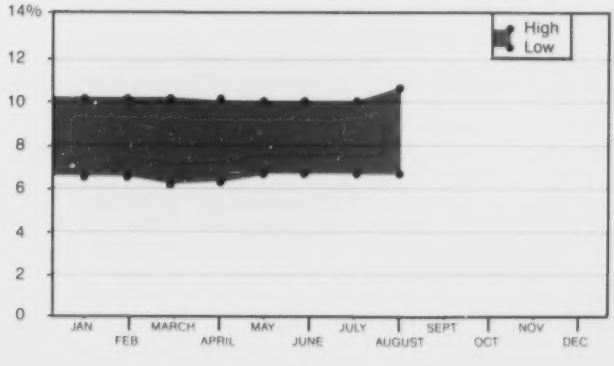
		Premium per $1,000	Average size policy	Premium per policy
Term (17 cos.)	Month	$3.70	$141,121	$522
	Year to date	$3.47	$139,100	$482
	Year-to-date ratio	100%	107%	107%
Universal life (18 cos.)	Month	$9.18	$ 81,477	$748
	Year to date	$9.21	$ 76,908	$708
	Year-to-date ratio	104%	98%	101%
Current-assumption whole life (7 cos.)	Month	$5.06	$ 57,813	$292
	Year to date	$4.98	$ 59,738	$298
	Year-to-date ratio	105%	85%	89%
Total sales (35 cos.)	Month	$6.76	$ 79,733	$539
	Year to date	$6.85	$ 76,604	$525
	Year-to-date ratio	95%	108%	104%

Universal Life

Interest Rates This Month

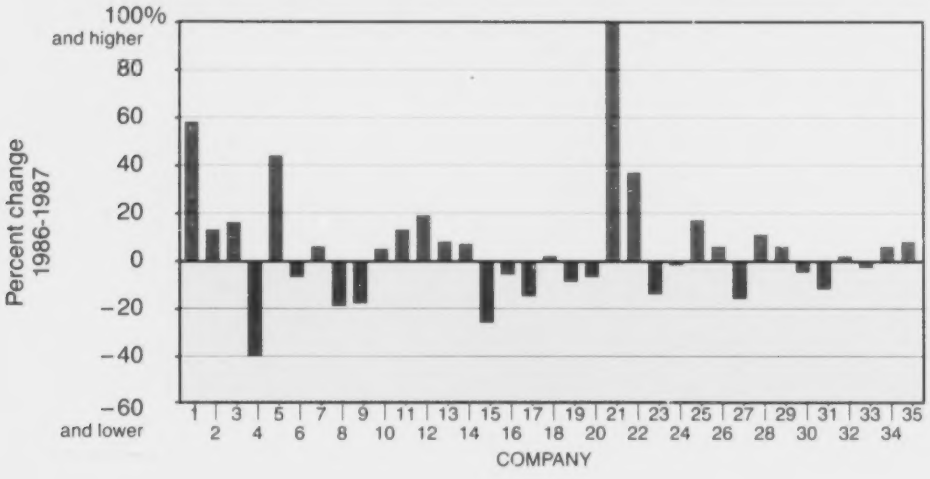
Median	8.9%
Number of cos. reporting rates	15
Number of plans reported	28
Number of new plans	0
Number of plans dropped	0
Number of plans showing . . .	
No change	19
Increases	9
Average increase	0.5%
Decreases	0
Average decrease	–

1987 Interest Rate Range



Growth Rates by Company

Annualized Premium Growth – Year to Date



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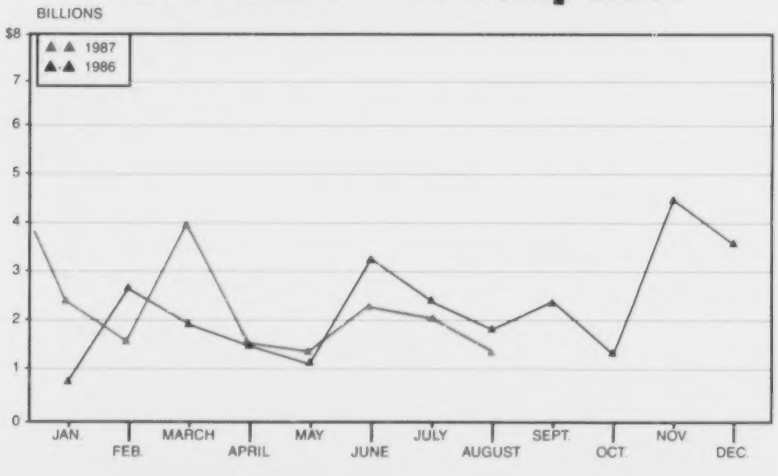

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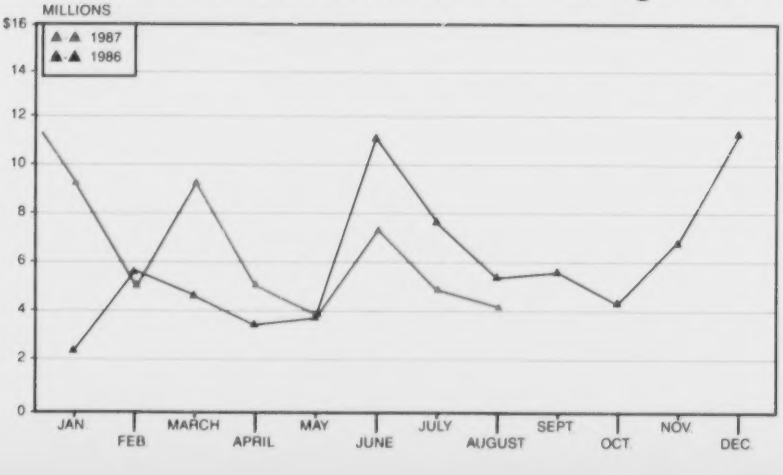

August Sales

	Annualized premium (000)		Face amount (000)		Number of policies	
	1986	1987	1986	1987	1986	1987
Ordinary						
Month	$ 34,462	$ 34,793	$ 4,792,106	$ 5,149,149	66,459	64,580
Year to date	$317,738	$318,876	$44,278,748	$46,524,907	626,157	607,340
Group						
Month	$ 5,341	$ 4,167	$ 1,811,112	$ 1,567,785	–	–
Year to date	$ 43,690	$ 49,456	$15,614,885	$16,777,284	–	–

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Co-operators Life
Crown Life†
Equitable Life of Canada
Financial Life of Canada†
Great-West Life*†
Imperial Life of Canada*
Industrielle-Alliance Vie*†
(includes North West Life of Canada)
Knights of Columbus†
La Laurentienne
Laurier Life†
London Life*
Manufacturers Life†
Metropolitan Life*
(includes Metropolitan Life of Canada)
Mutual Life of Canada*†
National Life of Canada*
New York Life*†
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Seaboard Life
La Solidarite
State Farm Life†
Sun Life of Canada*†
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